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states

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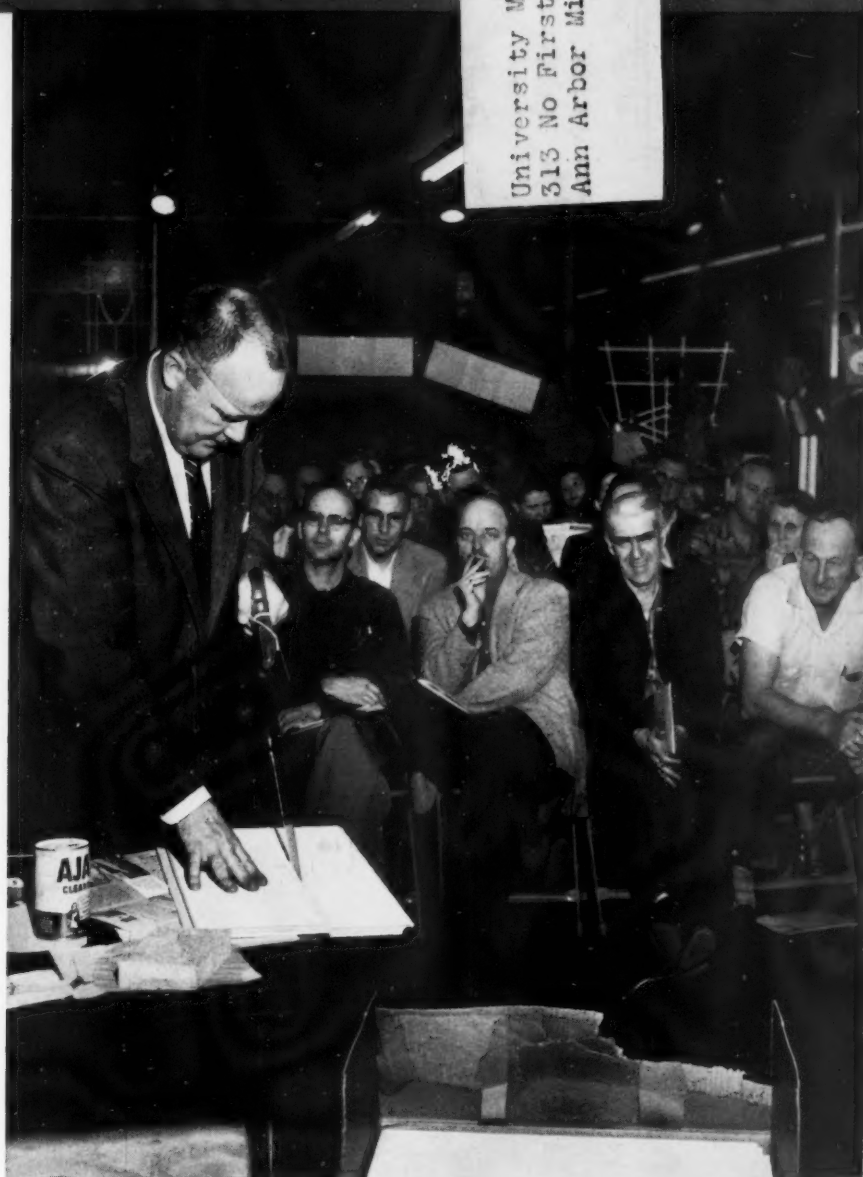
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POTLATCH



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Means PROMPT SERVICE...

The sales and shipping departments at POTLATCH work as a team to assure prompt, efficient service to all. Every order receives the same careful attention by our large staff of experienced sales and shipping personnel. When it's dependable service you're looking for—Buy POTLATCH!

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POTLATCH FORESTS, INC.
WARREN, ARKANSAS

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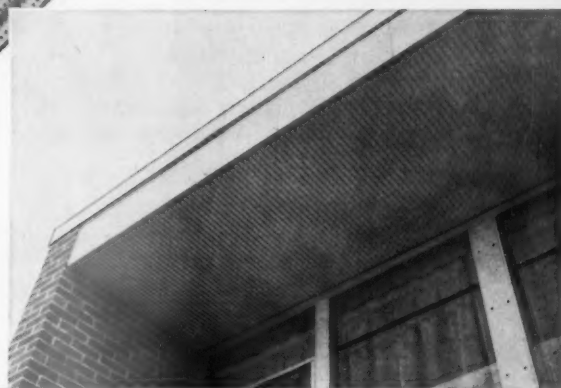


New VENTILATED SOFFIT MATERIAL in 100-ft. Rolls!

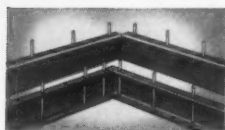
This new corrugated aluminum soffit material is perforated with $\frac{1}{8}$ " holes on $\frac{3}{16}$ ", 60° centers, giving it 14% open area for ventilation. No soffit louvres are needed. Packaged in 100' rolls of 12, 18, 24, and 36-inch widths. (Also available non-perforated.)

This new corrugated aluminum soffit material is easy to sell because it's so easy to install. Builders go for it because it requires no soffit louvres; is light, flexible, and easy to handle; and is primed white for easy painting. Adds permanent, rust-free beauty to home, school or industrial buildings. Ideal for room dividers, shading screens and other home decorative uses!

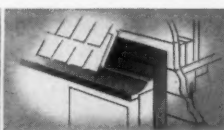
For the full story of profit opportunities offered you by Quaker State, just send in the coupon.



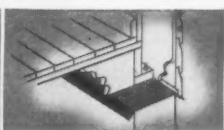
6 More New QSM Profit Opportunities



GALVANIZED FOOTER FORMS. Light, flexible, easy to use. For fast, inexpensive pouring of concrete footers, curbs, sidewalks, etc. Supported by $\frac{1}{2}$ " reinforcing rods, driven through holes in flanges.



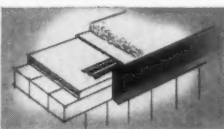
1 OR 2-SIDED COPPER VAPOR BARRIER AND REFLECTIVE INSULATION. Corrosion resistant. Used with a mastic on footers and for underground installations. Forms permanent seal around doors and windows. An effective insulator.



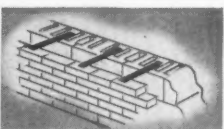
ALUMINUM AND GALVANIZED TERMITE SHIELDS AND PIER CAPS. Two-inch single or double flange shields. Inside, outside, and double flange miters simplify installation, and are available to fit all standard walls.



GALVANIZED ROLL VALLEY AND FLASHING. One of the most rigid roll valley and flashing materials on today's construction market. Used also for duct work, etc. Of 28, 29, or 30-gauge, in ten widths from 4 to 30 inches, in 50-ft. rolls.



GALVANIZED BUILDING SHAPES. A complete selection of trim to finish out all roofing applications. Quaker State galvanized building shapes have strong, reinforcing ribs. In ten-foot lengths for easy application.



GALVANIZED WALL TIES. Economical, corrugated wall ties, used for tying brick to masonry, brick or masonry to frame, or brick or masonry to concrete block; and for reinforcing concrete block or brick corners.

Quaker State Metals Company

LANCASTER • PENNSYLVANIA



Makers of Aluminum Roofing and Siding in sheets and rolls for farm and industry, Aluminum Roll Valley and Flashing, Aluminum Reflective Insulation and Vapor Barrier, Aluminum Building Shapes, Galvanized and Aluminum Rain Carrying Equipment, Aluminum Utility Sheet.

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Lancaster, Pa.

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Please send me the full profit story of QSM Building Products.

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ADDRESS.....

CITY.....STATE.....

I am a ☐ Dealer ☐ Distributor (check one)

THE MOST COMPLETE LINE OF METAL BUILDING PRODUCTS MANUFACTURED AT ONE SOURCE

Problem: THIS DEALER NEEDED INFORMATION ON SIDING FOR A CONTRACTOR-CUSTOMER

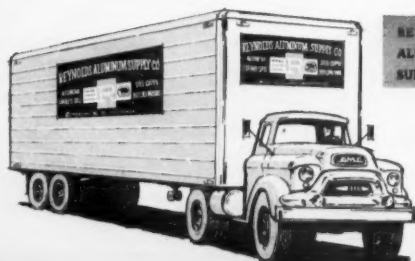
Solution:

MR. P. E. STANTON, a contractor in East Point, Georgia, needed information about the availability of aluminum siding for a remodeling job he was to do on a doctor's office. The doctor and Mr. Stanton had decided that the wood siding on the building could not be refinished economically, and they wanted to try aluminum siding if the right color was available. To get the necessary data, Mr. Stanton turned to his regular source of building materials, College Park Supply Company.

ALUMINUM SIDING is a relatively new item for the southern supply dealer, so Pete Hayes, of College Park Supply, called our Atlanta Branch for the facts he needed to handle the inquiry. Our city dealer representative, Lindsey Braden, immediately called on Mr. Hayes and made arrangements to visit the contractor. Lindsey recommended Lifeguard Aluminum Siding, a product featuring lifetime Reynolds aluminum and DuPont baked enamel for a truly lasting finish. A pleasant grey in an 8" step was selected.

LINDSEY BRADEN'S SERVICE didn't stop there. He visited the job with Mr. Stanton, the contractor, and assisted in measuring the building to determine the exact quantities of siding and accessories needed. When this was done, Mr. Stanton placed his order with College Park Supply for 12 squares of siding plus the necessary accessories for window and corner trimming. With Lindsey behind the order all the way, our branch made delivery out of stock on the specified date to College Park Supply, who in turn delivered the material to Mr. Stanton at the job.

THIS IS just one more example of the special service that building materials dealers are receiving from our more than 140 sales representatives. *Availability* determined whether or not this doctor's office could be remodeled as he wanted it. *Our complete service* made sure that our dealer customer got the information he needed and the materials he needed, promptly. You will find that our complete stocks of building materials and our large staff of experienced representatives can save you time and money in meeting the needs of your customers. Try us. We think you will like the results you get.



REYNOLDS ALUMINUM SUPPLY CO.

Established 1914

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Atlanta, Georgia • Birmingham, Alabama • Jacksonville, Florida
Louisville, Kentucky • Memphis, Tennessee • Miami, Florida • Nashville, Tennessee
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May, 1959

sbs SOUTHERN BUILDING SUPPLIES

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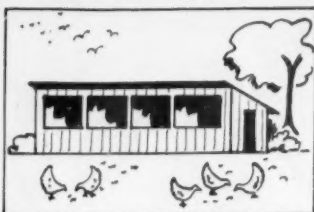
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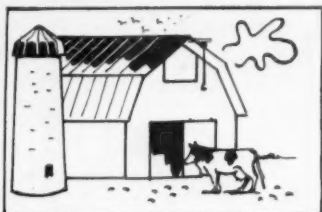
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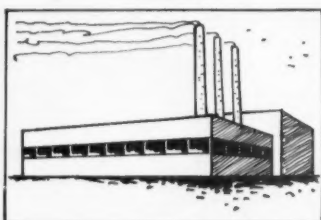
SOONER OR LATER YOUR FAVORITE NAIL



FOR CHICKEN HOUSES



BARNs



OR INDUSTRIAL PLANTS



ALUMINUM Roofing Nails

WITH NEOPRENE WASHER ATTACHED

Actually there seems to be no end of uses for this wonderful Aluminum Nail that is impervious to any kind of weather. It never rusts or streaks and the magical Neoprene Washer seals the nail hole completely. Use it wherever weather is a problem and absolute sealing is a necessity. Economical to begin with, this Phifer miracle Nail can save ten times its cost in worry-free maintenance. Non-corrosive when used with Aluminum Roofing or Siding.

FOR ALUMINUM OR GALVANIZED
ROOFING AND TRANSLUCENT PLASTIC PANELS

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TUSCALOOSA, ALABAMA

PHIFER WIRE PRODUCTS

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Send sample of Aluminum Roofing Nails with
Neoprene Washer Attached and price list to:

NAME _____

ADDRESS _____

**PASTE ON
POSTCARD
AND MAIL
TODAY!**



You and the law

By **ARTHUR L. H. STREET**
attorney at law

Infested Lumber Ruled Non-Accidental

A lumber company was covered by an accident liability insurance policy, under which the insurance company agreed "to pay on behalf of the insured all sums which the insured shall become obligated to pay because of injury to or destruction of property, including loss of use thereof, caused by accident."

The company sold a quantity of fire-killed Douglas fir, knowing that it might be infested by wood borers, the larvae of which might develop into adult beetles. The buyer rejected this lumber because it was so infested. The company then re-sold it at a discount to a second buyer who used it in building homes, not knowing that the lumber was infested. The second buyer sued the company for resulting injury to the buildings.

Was the insurance company bound to defend this suit on a theory that the company's liability to the second buyer was covered by the policy?

No, decided the United States District Court, Northern District, of California, Southern Division, in the case of United Pacific Insurance Co. v. Schaecher (167 Fed. Supp. 506).

The court rejected argument by attorneys for the lumber company that an "accident" had occurred, within the meaning of the policy. The court said that "the emergence of live wood boring organisms from lumber was not an unexpected event." When the company intentionally sold lumber infested with live borers, it must have foreseen that this would cause substantial harm of the type that occurred.

Avoid Negligent Stacking of Materials

A manufacturer of cinder blocks delivered a supply to a site where the contractor was building a house. Delivery was made by the block manufacturer's employee. The employee leveled the ground and placed planks in three contiguous rows, upon which he stacked the blocks. Although he usually stacked blocks in four rows of not more than 8 blocks high, these blocks were stacked 10 or 11 blocks high.

It was the job of plaintiff, a contractor's employee, to receive the blocks and make them available to masons who were constructing a basement wall. In the course of moving the blocks, a remaining row collapsed, falling upon plaintiff and injuring him.

Plaintiff sued the block manufacturer for damages. The trial judge ordered dismissal of the suit on the ground that the accident was due to plaintiff's own carelessness, and not to fault in the way the blocks had been stacked.

On appeal, the Michigan Supreme Court ordered a new trial (Henderson v. William Moor's Concrete Products, Inc., 91 N.W. 2d 910).

The Court ordered the trial on the ground that a jury ought to be permitted to determine whether or not the accident was not attributable to negligence in the manner in which the blocks had been stacked

by the first employee, considering the unstable condition of the ground upon which they were piled.

The decision suggests that when a supplier of materials delivers them in piles, special care should be taken to guard against similar collapses which might injure persons removing the materials for use.

Lien Right Has 60-Day Perfection Limit

A Kansas lumber company served a statutory notice of a mechanic's lien claim against land on account of materials furnished a contractor. The lien claim was filed within 60 days as required by statute; but through mistake, the claim was filed against the wrong land. Apparently, the mistake was innocently induced by one of the owners in giving the company a description of property. The owners owned both tracts.

The mistake was not discovered until more than 60 days after the date upon which the last material had been furnished by the company. Was the company entitled to a court order for modification of the notice, so as to correct the property description, since it was too late to file a new lien claim?

No, decided the Kansas Supreme Court in the case of Safford & Son Lumber Co. v. Kerley (334 Pac.2d 334). A lien right, not validly perfected within the 60-day limit, could not be revived by correcting the mistake after the 60 days expired.

Bad Checks Should Be Reported Promptly

While a house was under construction, the owners learned that their contractor was in financial trouble. They demanded that he furnish all outstanding bills for materials used, together with receipt for all payments on same.

The contractor obtained and delivered to the owners a receipted bill from a lumber company for \$4,003.71. The owners then paid all outstanding bills by checks, payable to each material dealer and the contractor jointly, and paid the contractor the balance due him under the contract.

Shortly after issuing a receipt of payment to the contractor, the lumber company learned that his check was uncollectable because of insufficient funds. However, the lumber company did not notify the owners that the check had been dishonored. The owners had no notice of that fact until several weeks later, when the company served notice of intention to claim a mechanic's lien.

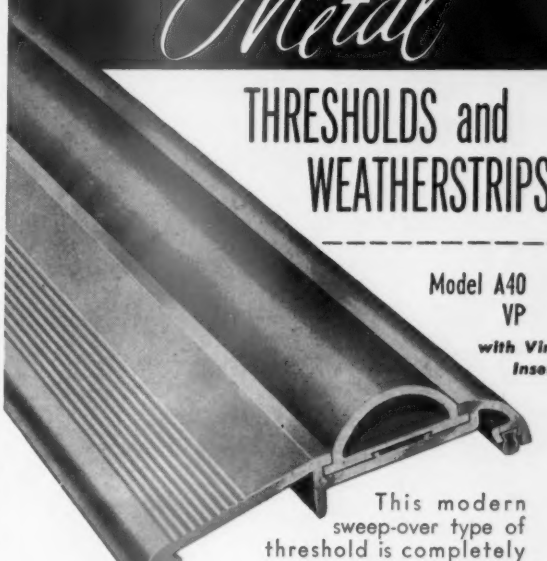
On this state of facts, the Florida District Court of Appeal, Second District, decided that there was no valid lien claim on account of the materials covered by the receipt issued by the company (Gulf Stream Lumber Co. v. Lathrop, 108 So.2d 55).

The court decided that the company blundered fundamentally when it failed to inform the owners promptly that the receipt had been nullified by non-payment of contractor's check, returned because of insufficient funds. The court said it was no valid excuse that a material dealer naturally hesitates to antagonize a contractor by prematurely filing a lien notice, or by otherwise manifesting fear that the contractor will not promptly pay for materials furnished.

SOUTHERN

Metal

THRESHOLDS and WEATHERSTRIPS



Model A40
VP
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Inserts

This modern sweep-over type of threshold is completely water proof, protected at all floor contact points with long lasting vinyl inserts. We manufacture 45 threshold types. Send for new catalog—57A.

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New—Southern Latch Track



A750 Aluminum 5" x 1/2" B750—Brass 5" x 1/2"

A new, effective latch track that will fill the growing school building demand.

All Types of Bronze, Aluminum and Stainless Steel Weatherstrips

"Do it Now"

Bronze W/S

12 coils in handy dispenser with nails.



"Count on Southern"

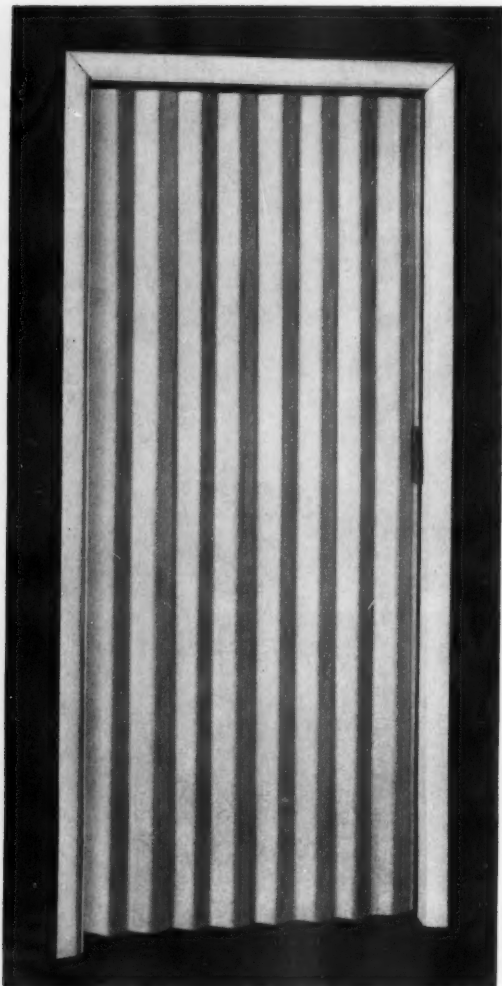
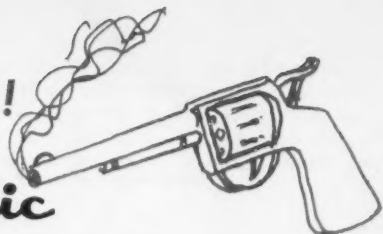
SOUTHERN METAL PRODUCTS CORP.

1775 AIRWAYS • PHONE FA 7-8431 • MEMPHIS, TENN.

IT'S AS HOT AS A \$2.00 PISTOL!

THE NEW *Columbia-matic*

FABRIC DOOR



Columbia-matics come in three stock heights and from 2'2" to 4'0" in width. Stock doors will fit openings from 2" less to 1/2" more than listed widths and 1/2" more or less than listed heights. For openings 4' to 8' wide, doors are used in pairs. Custom sizes are available on special order from the factory.



Don't overlook the volume possibilities of the Columbia all aluminum Screen Door. It is top-quality, budget-priced with many unique sales-making features. Contact your distributor or write us direct for prices and specifications.

BUILDERS—HOMEOWNERS
DEALERS—EVERYBODY GOES
FOR THIS UNIQUE DOOR.

IT'S LOVE AT FIRST SIGHT.

Builders love Columbia-matic's 5¢ installation cost. They have proved for themselves this door can be installed by unskilled labor in less than 60 seconds. No screws, nails or tools are required. They appreciate the savings in construction cost to be made by using 8' doors. They love the quality note Columbia-matics add to their houses. They love the freedom from callbacks since Columbia-matics never jam or clog. And, they go for a product backed by a manufacturer with over 60 years experience in textile finishing and metal working.

Homeowners love Columbia-matics for their smart decorator colors. They appreciate the easy maintenance of the attractive Crush Grain vinyl coated fabric covering. It is scuff proof, washable and fire-retardant. They marvel at Columbia-matic's smooth, noiseless action that never creeps or jams. They like the door's slim profile, its narrow stack. Apartment dwellers go for this unique door because it can be taken with them when they move.

You, too, will love the sales and profit possibilities Columbia-matics are opening up for alert, aggressive dealers everywhere. They have found this door to be a fast moving item that sells on sight. They like the adequate mark-up, the excellent sampling program and they love Columbia-matic's dramatic response to promotion. Ask your distributor about this exciting new sales builder or write us direct.

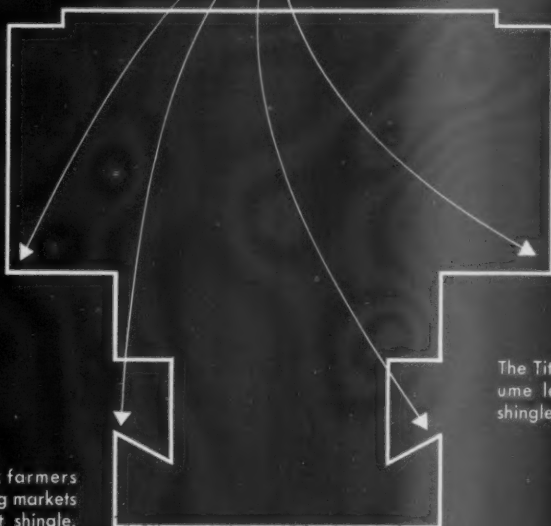
THE COLUMBIA MILLS, INC.

SYRACUSE 1

NEW YORK

COLUMBIA-MATIC TENSION SCREENS • FRAMED SCREENS • LATTISDORS • PORCH SHADES • COMBINATION STORM DOORS • VINYL COATED FABRICS

Each shingle interlocks securely in place at these four points. This shingle is warranted in writing against wind damage—even from hurricanes and tornadoes.



Applicators, builders, farmers and homeowners are big markets for this quality asphalt shingle.

The Tite-On has been the volume leader in "lock-down" shingle sales for over 25 years.

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FOR VOLUME SALES WITH PROFIT!

TITE-ON[®] asphalt shingles

1,000,000 Tite-On roofs now in use across the nation! Overwhelming proof of volume sales for over 25 years! It's another example of Ruberoid's leadership in product development and service to the building industry. Another reason why dealers know they can count on Ruberoid for profitable products. Another reason why more dealers join the Ruberoid team every year.

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RUBEROID[®]

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CLAY PIPE

holds its shape



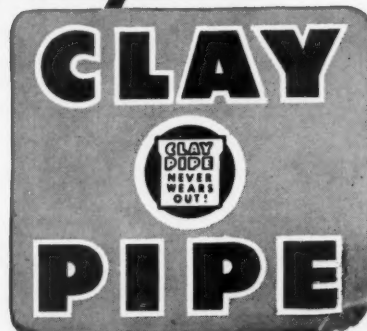
wet or dry!

Clay Pipe can't "oval" or squash out. Its easy-to-handle lengths *hold* their shape—wet or dry . . . hot or cold . . . under live or dead loads. Comparative laboratory tests prove there's no safe substitute for Clay Pipe. It doesn't expand or contract, never turns spongy in contact with detergents and other chemicals, can't squash out under backfill loads. Clay Pipe is proof against chemical action.

OCONEE
CLAY PRODUCTS CO.
Milledgeville, Ga.

That's why it always pays to use Clay Pipe. Every section is guaranteed for 50 years. And Clay Pipe contains no critical, urgently needed raw material. It's *all* clay—readily available. It never wears out!

Vitrified



Now ^{ONLY} Zonolite Has All 3

...it's the Complete insulation line!

THE KIND OF PRODUCTS THAT BUILD MORE SALES FOR YOU!



ZONOLITE®
Vermiculite INSULATING FILL
The original Zonolite Insulating Fill...first and still the best of do-it-yourself insulations.



ZONOLITE®
Glass Fiber HOME INSULATION
A super-efficient glass fiber insulation in rolls...3 thicknesses fill every insulating need.



ZONOLITE®
MASONRY FILL INSULATION
New water-repellent Masonry Fill Insulation cuts heat loss up to 50% in block and cavity walls.

Backed by a Complete Promotion to help you build traffic and close sales!

With the introduction of the new Masonry Fill, Zonolite has 3 great insulating products being promoted to the 3 great fields where you'll find the kind of people who decide what types of insulation to use in homes, farm buildings and commercial structures.

- ① An unending campaign in *architectural magazines* pre-sells Zonolite continually to the men who plan buildings in your area and specify the materials to be used.
- ② Leading *builder magazines* are regularly carrying power-packed ads selling Zonolite to the men who use insulating materials, or influence decisions on what insulations to install.
- ③ The Zonolite Spring Campaign will be spearheaded by dominant *consumer advertising* in LIFE. Other Zonolite ads will appear in farm and "do-it-yourself" publications throughout the year.

ADVERTISED IN
LIFE

Zonolite is unquestionably the best-known name in insulation today; and, with a type of Zonolite insulation available to satisfy every preference and every need, Zonolite sales are unquestionably the easiest of all to make. Are you getting all the profit you should from this unique volume-and-profit-boosting opportunity? Why not mail the coupon and find out? Mail it today.

ZONOLITE COMPANY

135 S. La Salle Street • Chicago 3, Illinois

MAIL COUPON FOR DETAILS OF FREE SALES AIDS!

ZONOLITE COMPANY, Dept. 585-59
135 S. La Salle Street, Chicago 3, Ill.

I'm interested and want to tie-in with Zonolite's new Insulation Campaign. Send full information about new free sales aids.

Name

Firm Name

Address

City & Zone State

S B SIGNIFICANT TRENDS

May, 1959

DRIP-DRY CLOSETS FOR WASH-AND-WEAR CLOTHES may shortly be one of homebuilding's most revolutionary ideas. It probably all started when a Connecticut builder recently included such facility in a \$50,000 home — and at a total cost of \$40. The 2-1/2' wide, 2' deep closet has a copper pan floor, a 2" center drain connected with kitchen plumbing, and a chrome clothes pole. Plaster walls are waterproofed with a plastic material, while a louvered door provides necessary ventilation.

Today's American family requires a place to drip-dry. Wash-and-wear garments, first introduced in '52, are skyrocketing in sales. DuPont has estimated that 20% to 25% of all men's suits sold this year will be wash-and-wear. Some of these garments can be dried in two-cycle dryers without wrinkling, but clothing manufacturers recommend wet-hanging for most pleasing results.

All of which points up potential for builders — construction of handy closets near washers for drip-drying. In turn, houses will require more closet space for hanging drip-dry garments which, if stored in dresser drawers, become wrinkled from pressure when stacked up.

GRANDDADDY OF ALL FREIGHT CAR SHORTAGES reportedly threatens the building industry, according to K. C. Batchelder, traffic manager of the West Coast Lumbermen's Assn. Materially affecting the building industry at the peak of summer production, the shortage is said to be the result of railroad's junking 75,000 freight cars last year alone, with records indicating some 150,000 cars now inoperative. Batchelder recommends that railroad companies take immediate steps to put back into serviceable condition a sizeable number of these inoperables.

CHANCES ARE BETTER THAN EVER that the Internal Revenue Service may this year give your income tax return an extra going over. IRS has steadily been stepping up the number of returns it selects for detailed examination — most recently by a hefty 9.2% over the previous year's total. And the limit is far from being reached. Currently, IRS is working with electronic computers which weed through batches of returns and pick out, in a seventieth of a second, a return which seems questionable.

Considering monumental task of checking 60.8 million returns filed by U. S. income taxpayers, only about 2.3 million returns — 1 out of 26 filed — undergo extra scrutiny by IRS examiners. IRS has confided that even though one item on your report looks questionable, everything else thereon is not automatically questioned.

AMERICAN BUILDING BOOM continues to display strength. Outlay for new construction in March topped \$4.5-billion after seasonal adjustment, a slight gain over February, but 14.6% above a year earlier. Homebuilding actually is sparking the construction boom. Private housing fell slightly in March from February, but for first quarter ran 32% ahead of '58's first quarter.

Southern Building Supplies:

Striving to serve these Associations which serve building supply dealers throughout the South

Alabama Building Material Exchange — 519 Stallings Building, Birmingham 3, Ala. Executive Secretary: Mrs. Mary K. Harless. Tel. ALpine 2-3195. President: Emanuel J. Vakakes, Birmingham, Ala.

Arkansas Association of Lumber Dealers — 727 Pyramid Building, Little Rock, Ark. Secretary: E. DeMatt Henderson. Tel. FR 5-8283. President: John Hammerschmidt, Harrison, Ark.

Building Material Merchants of Georgia — 610 Glenn Building, 120 Marietta Street, N. W., Atlanta 3, Ga. Tel. JA 3-7349. Executive Secretary: Herbert G. Drews. President: Harrell C. Murray, Savannah, Ga.

Carolina Lumber and Building Supply Association — 114 Builders Building, Charlotte, N. C. Secretary-Manager: E. M. Garner. Tel. FRanklin 6-1503. President: M. R. Bagnal Jr., Columbia, S. C.

Florida Lumber and Millwork Association — 2218 Edgewater Drive, P. O. Box 7125, Orlando, Fla. Secretary-Treasurer: Mrs. Marie M. Bennett. Tel. GArden 2-3761. President: Arthur C. Bivins Jr., Miami, Fla.

Kansas Lumbermen's Association — Room 212, Farmers National Bank Building, Salina, Kan. Secretary: Marvin Van Fange. Tel. 4607. President: C. Price Berryman, Coffeyville, Kan.

Kentucky Retail Lumber Dealers Association — Marion National Bank Building, Lebanon, Ky. Executive Vice-President: Donald A. Campbell. Tel. 72. President: Robert B. Congleton, Lexington, Ky.

Louisiana Building Material Dealers Association — 528 Florida Street, Baton Rouge, La. Executive Vice-President: R. Needham Ball. Tel. 2-4080. President: Arthur W. Foss Jr., Lafayette, La.

Lumbermen's Association of Texas — 304 First Federal Savings Bldg., Austin 1, Tex. Executive Vice-President: Gene Ebersole. Tel. GReenwood 2-1194. President: S. S. Forrest Jr., Lubbock, Texas.

Middle Atlantic Lumbermen's Association — 1528 Walnut Street, Room 1123, Philadelphia 2, Pa. Executive Director: Robert A. Jones. Tel. PENnypacker 5-5377.

Mississippi Retail Lumber Dealers Association — 607 North State Street, P. O. Box 1968, Jackson 5, Miss. Secretary-Treasurer: E. B. Lemmons. Tel. 3-2077. President: Harry H. Lott, Winona, Miss.

National Retail Lumber Dealers Association — 302 Ring Building, 18th and M Streets, N.W., Washington 6, D. C. Executive Vice-President: H. R. Northup. Tel. NAational 8-6757. President: Herbert W. Blackstock, Seattle, Wash.

Oklahoma Lumbermen's Association — 815 Leonhardt Building, Oklahoma City, Okla. Secretary-Manager: W. M. Morgan. Tel. 7-0338. President: Fred Templeman, Enid, Okla.

Southwestern Lumbermen's Association — 512 City National Bank Building, Kansas City 6, Mo. Secretary-Manager: G. Kenneth Milliken. Tel. Victor 2-2265. President: D. J. Fair, Sterling, Kans.

Tennessee Building Material Association — 711 Broadway, N. E., Knoxville 17, Tenn. Secretary-Manager: R. O. Brownlee. Tel. 2-0185. President: H. Alpha Doak, Greeneville, Tenn.

Virginia Building Material Association — 3305 Monument Avenue, Richmond 21, Va. Secretary-Manager: Harris Mitchell. Tel. EL 8-1749. President: Milton M. Maddux, Marshall, Va.

West Virginia Lumber and Builders Supply Dealers Association — P. O. Box 1589, Fairmont, W. Va. State Secretary: Sam H. Diemer. Tel. 364. President: L. Thomas Williams, Elkins, W. Va.



This way we get improved quality and a better price"

Only Rudiger-Lang Co. is equipped to offer you a screen program based on the advantages of automatic machine production. These include greater uniformity...better quality control...ample volume for seasonal peaks...and lower cost. Until you discuss your screen requirements with a Rudiger-Lang representative you won't know how greatly you can improve your present position. So write, wire or phone now.



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INDUSTRY NEWS

Manufacturers, Wholesalers, Associations

DFPA Forms Subsidiary Corporation To Pioneer Plywood Component Sales

A subsidiary corporation to pioneer marketing of plywood construction components through independent fabricators recently has been formed by the Douglas Fir Plywood Assn.

The DFPA subsidiary — called Plywood Fabricators Service, Inc. — has been headed up by W. D. Page, executive vice-president. Page, former DFPA regional field promotion manager in Chicago, will operate under policy control of DFPA's management committee.

Intensified Promotion

Formation of PFS, together with announcement that western firm plywood manufacturers in 1959 will pour more than \$4-million into the biggest promotion program in industry history, recently was revealed at a special meeting of DFPA subscribers, called to review the association's 1959 plans.

According to DFPA Managing Director W. E. Difford, 70 per cent of allotted funds will go into sales promotion (advertising, field promotion, dealer merchandising, and trade shows). Approximately 20 per cent will be allocated to research and development and quality control and testing.

The remaining 10 per cent will go for statistical reporting, the Plywood Research Foundation, and traffic and administration, it was stated.

Captive Market

Commenting on objectives of DFPA's newly-formed subsidiary, Page noted that "if PFS fabricators can capture 10 per cent of the roofs built in the light construction industry with a box beam and stress skin panel system, and if they can get 10 per cent of residential work with a box beam and thick panel subfloor combination, they could count on an annual volume of at least \$140-million."



Discussing DFPA's new incorporated affiliate, Plywood Fabricators Service, above, are DFPA Managing Director W. E. Difford, left, and W. E. Page, new PFS executive vice-president.

Difford announced also that DFPA's applied research program will be expanded substantially during the year in concentrated effort to develop new structural systems.

Under such program, he said, DFPA engineers will explore possibilities of an "erector set" system of building plywood components, and will push new research aimed at refining the building system developed for retail lumber dealers by the Lumber Dealers Research Council.

Equally important, Difford said, will be development of fabricated farm buildings to tie in with the PFS program. The farm program offers market possibilities which may be as important in future years as sheathing is today, he noted.

Soaring Sales Predicted

DFPA President A. W. Agnew forecast softwood plywood sales of more than 7-billion square-feet in 1959.

Construction Sets Record; Housing Up 44% Over '58

F. W. Dodge Corp. has reported that construction contracts in the U. S. (excluding Alaska) totaled \$2.3-billion in February, setting a new all-time record for the month — 18 per cent above February, 1958.

According to the corporation, housing was by far the strongest element in February. New dwelling units covered by contracts during the month totaled 85,206, a 44 per cent increase over last February. Units in apartments, single-family houses, and two-family houses all were up by approximately the same percentage. This marks the first time in several years that single-family houses have been as strong as the other two types, according to Dodge.

Residential building contracts in February were \$1,073,077,000, up 48 per cent over last year. All residential categories were up, without exception. Non-residential building contracts fell 6 per cent.

U. S. Gypsum Constructs First Southeastern Plant

Construction of U. S. Gypsum Co.'s first Southeastern paint plant and warehouse is scheduled to begin this spring near Atlanta, Ga., in the expansive Chamblee industrial area.

Georgia, Florida, South Carolina, Alabama, Mississippi, and parts of Tennessee and Louisiana will be serviced by the new facility, to manufacture Perf-A-Tape joint cement for finishing wall-board and USG texture paint. A portion of the building will be used as a warehouse for the company's complete line of Texolite paints.

Commenting on the venture, U. S. Gypsum Board Chairman C. H. Shaver said: "It is evidence of our complete confidence in the continued rapid growth of the Southeast and its expanding market for building products."

For interesting interiors

...suggest **IDAHO WHITE PINE**



a distinguished wood—beautiful, workable and durable



IDAHO WHITE PINE is perfect for interior woodwork. Its smooth texture, good looks and rugged dependability fit it to the needs and demands of builder, carpenter and property owner. Straight-grained, lightweight Idaho White Pine provides maximum on-the-job economy, too. It is easy to handle, tool, cut, glue and nail. And it stays in place—resists warping, splitting, swelling and shrinking.

Idaho White Pine's beauty, high insulation value and affinity for paints and finishes are additional consumer benefits.

Its insulating properties plus sturdiness and weather resistance make Idaho White Pine an excellent building and industrial lumber. For siding, sheathing, subflooring and roof decking you can suggest Idaho White Pine with complete confidence. It is always carefully dried.

A decorating idea that will sell more lumber . . . Western Pine Region woods finished in COLOR. Look for our advertising in home improvement and do-it-yourself magazines. It works for you. For more information write to Western Pine Association, Yeon Bldg., Portland 4, Oregon.

Western Pine Association



member mills manufacture these woods to high standards of grading and measurement . . . grade stamped lumber is available in these species

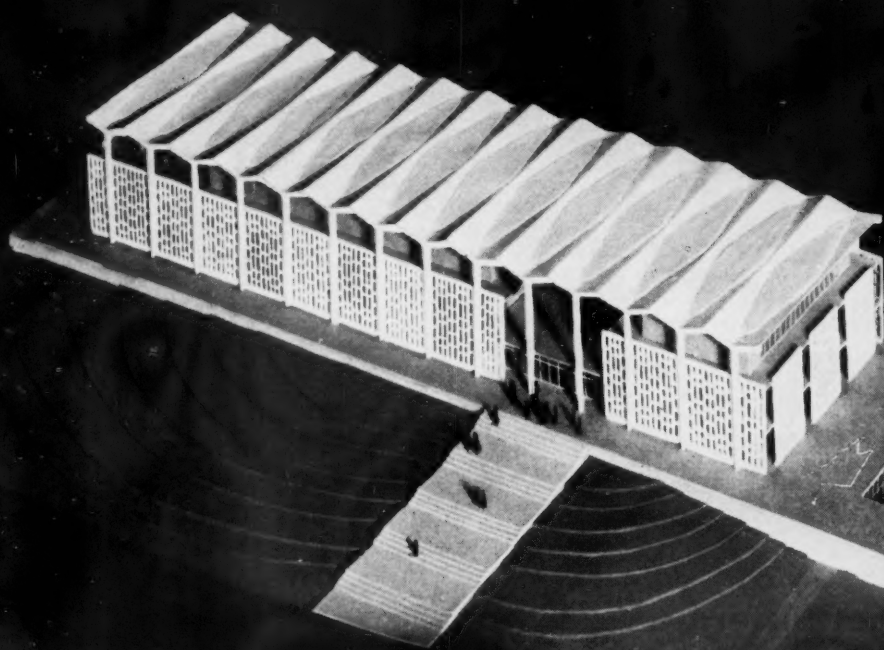
**Idaho White Pine • Ponderosa Pine • Sugar Pine
White Fir • Incense Cedar • Douglas Fir • Larch
Red Cedar • Lodgepole Pine • Engelmann Spruce**

Today's Western Pine Tree Farming Guarantees Lumber Tomorrow

PAVILION OF BEAUTY...

The first unit of the new Memphis Academy of Arts rises majestically in the city's Overton Park. This impressive structure will be the pride of Memphis residents for generations.

KEYWALL masonry reinforcement is protecting the beauty of this Fine Arts Center. It's adding greater crack resistance and increased strength to outside and partition



BUILT TO LAST WITH

KEYWALL

Galvanized Masonry Joint Reinforcement

D DEALERS:

You get faster turnover and extra profits when you tie in with the Keystone line. Keystone helps you sell with advertisements like this in leading architectural and building publications.



walls, as well as the retaining wall at the base.

Architects have specified KEYWALL because they know it does an exceptional job in reducing shrinkage cracks and increasing lateral strength. And, as on all KEYWALL jobs, they can be sure this masonry reinforcement is used as specified.

Masons find KEYWALL easy to handle

and store. It unrolls in place on the wall, it cuts easily, and it's easy to lap without adding thickness to mortar joints. Full embedment and a strong bond are always assured.

Why not use KEYWALL masonry joint reinforcement on your next job? You'll find it gives the low-cost, effective reinforcement you've been looking for.

The winning design in the Million Dollar Fine Arts Center architectural competition, Memphis, Tennessee. When completed, this building will have facilities for an art academy, a theatre and a concert hall. Mann and Harrover, Architects; Allen and Hoshall, Mechanical Engineers; John C. Brough, Structural Engineer; Whitsitt Construction Co., Inc., General Contractor; Memphis.



KEYWALL masonry joint reinforcement is made for the following wall thicknesses: 4", 6", 8", 10" and 12".

KEYSTONE STEEL & WIRE COMPANY

Peoria 7, Illinois

Keywall • Keycorner • Keystrip • Keymesh® • Welded Wire Fabric • Nails

Keystone Steel & Wire Company

Dept. CB5

Peoria 7, Illinois

Please send me complete information on Keywall.

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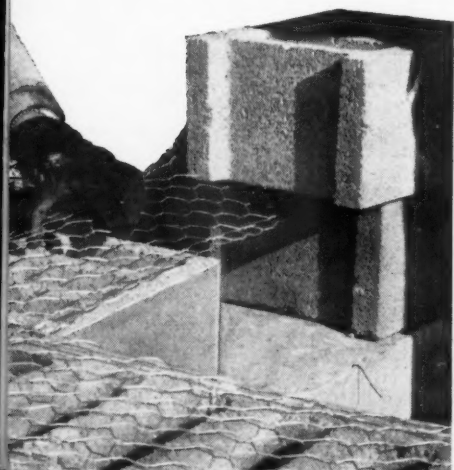
Title _____

Company _____

Address _____

City _____

State _____



Lu-Re-Co Service Assn. to Market Aluminum Products to U. S. Dealers



With pen in hand, David P. Reynolds, executive vice-president, Reynolds Metals Co., initiates a contract with Lu-Re-Co, officially making the research association a marketer of aluminum building products to American and Canadian lumber dealers. Lu-Re-Co President Clarence A. Thompson, seated at right, signed for the association. A contingent of Reynolds and Lu-Re-Co officials looks on.

Lu - Re - Co Service Assn. is now marketing aluminum building products to American and Canadian lumber dealers.

Clarence A. Thompson, association president, recently announced signing of a contract with Reynolds Metals Co., whereby that firm and its manufacturing customers would supply aluminum products to the association, and cooperate in the research, development, and promotion of new products.

As a result of the contract, Lu-Re-Co dealers, all of whom are engaged in fabrication of building

components or completed homes, are now said to be competitive with other segments of the building industry in use of aluminum. Thompson disclosed that there are now more than 1,400 Lu-Re-Co dealers in the U. S. and Canada.

Aluminum products will include Reynolds aluminum roof shingles, aluminum windows, rain-carrying equipment, soffit, fascia materials, foil insulation, corrugated farm roofing, ductwork, nails, accessories, and other items. All products will carry the Lu-Re-Co Service Assn. "Design-Approved, Job-Tested Product" seal.



HAGER WINS DESIGN AWARD — Beaming over their 1958 Silver Award for distinguished achievement in carded hardware packaging are President Archer L. Hager of C. Hager & Sons Hinge Manufacturing Co. and Charles M. Jones, Hager vice-president of sales. The company took top honors in the hardware field for its prize-winning skin pack, which was in competition with over 1,000 packages designed by leading manufacturers. Awards were presented recently at the 22nd annual packaging contest in New York City.

Millwork to 'Mom-Work'

Mrs. Rose Edwards of Memphis, Tenn., secretary to Secretary - Treasurer Tom Birchfield of the Southern Sash & Door Jobbers Assn., has resigned her job in preparation for birth of a first baby in August.

Affiliated with SSDJA since 1952, Mrs. Edwards had become a familiar face to representatives of the millwork industry for the past seven years. One of her principal duties was handling registration at SSDJA annual meetings.

L. T. Williams Elected President of W. Va. Assn.

L. Thomas Williams of Elkins was elected president of the West Virginia Lumber and Builders' Supply Dealers' Assn., at its 46th annual convention in Huntington, W. Va., March 5-7. He succeeded D. G. Ogden of Dunbar.

Owen L. Duncan, Huntington, was elected vice-president. John F. Barr, Fairmont, is treasurer.

District directors for 1959-1960 are: Charles B. Wilson, Moundsville; Warren Roberts, Parkersburg; Jack L. Hamilton, Huntington; A. L. Hays, Williamson; Gilbert R. Weaver, Morgantown; Waverly Curnes, Dunbar; O. M. Holliday, Oak Hill; and J. M. Snider, Princeton. C. I. Cheyney, Bluefield, is national dealer director, and D. G. Ogden is director-at-large. John F. Barr is alternate national dealer director.

Highlight of the three-day meeting was a mock trial, "The Case of the Employer's Dilemma," or "Who's Strangling Your Business," wherein dealers participated in a hearing to determine causes of and remedies for apathetic attitudes of industry personnel, which result in general decline of individual sales and production.

Application of practical credit and collection, Title I, F.H.A., NRLDA Salesmaker program, and inventory control were other topics discussed at the meeting.

Why builders insist on Grade-Marked Southern Pine for their own homes



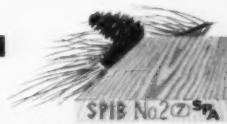
David Fox and Ike Jacobs of Fox & Jacobs Construction Co., have won no less than six national awards for "Flair For Living" communities in Dallas. For the all-important wood skeleton that holds a house together, they use Grade-Marked Southern Pine. Why? They say: "When buying Southern Pine, we look for the SPIB symbol that tells us it meets the high standards of the Southern Pine Inspection Bureau for dryness. Dry Southern Pine is the strongest structural lumber you can buy. And we look for the SPA mark meaning dependable lumber from one of the mills of the Southern Pine Association."

The soft richness and beautiful grain of Southern Pine are used in beams, ceiling and paneling to bring spacious harmony to this light, airy living room. A modern counterpart of the many old Colonial Homes, show-places today, which feature mellow Southern Pine.

See your lumber dealer—insist on Grade-Marked Southern Pine from the mills of the Southern Pine Association

For Free Booklet Write: SPA, Box 1170, New Orleans

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THESE ARE THE QUALITY MILLS OF THE SOUTHERN PINE ASSOCIATION

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Olon Belcher Lbr. Co., Inc.
S. E. Belcher, Inc.
W. A. Belcher Lbr. Co.
W. E. Belcher Lbr. Co.
Clancy Lumber Company
Graham Lumber Company
Jackson Saw Mill Co., Inc.
Ray E. Loper Lumber Company
McMillan Mill Company
McShan Lumber Company
T. R. Miller Mill Co., Inc.
Reid Brothers Lumber Company
Scotch Lumber Company
M. W. Smith Lumber Company
M. W. Smith Sawmill Co.
W. T. Smith Lumber Co., Inc.
Summerville Brothers Lbr. Co.
Horace S. Turner, Jr., Inc.
W. T. Vick Lumber Company
W. J. Word Lumber Company

Bellamy
Brent
Green Pond
Birmingham
Centreville
Grayson
Maplesville
Jackson
Tuscaloosa
Brewton
McShan
Brewton
Evergreen
Fulton
Jackson
Camden
Chapman
Aliceville
Mobile
Hamilton
Scottsboro

ARKANSAS

P. E. Barnes Lumber Company
Bearden Lumber Company
Bradley-Southern Division
Potlatch Forests, Inc.
Crossett Lumber Company
Dierks Forests, Inc.
Fordyce Lumber Company
W. S. Fox & Sons
Fuller Lumber Company
Gurdon Lumber Co., Inc.
Ozan Lumber Company
Reynolds & Draper Lumber Co.
Sturgis Brothers
Urbana Lumber Company
J. L. Williams & Sons
Herman Wilson Lumber Co.

Hamburg
Bearden
Warren
Crossett
Hot Springs
Fordyce
Pine Bluff
Lewisville
Gurdon
Prescott
El Dorado
Manning
Urbana
Sheridan
Leola

FLORIDA

Alger-Sullivan Sawmill Company
Dantzler Lumber & Export Co.
Mutual Lumber Co.
Neal Lumber & Mfg. Co.
Ocala Lumber Sales Co., Inc.
Thomas Lumber & Mfg. Co.

Century
Jacksonville
Jacksonville
Blountstown
Ocala
Quincy

GEORGIA

Alexander Brothers Lumber Co. Columbus

Augusta Hardwood Co.
The J. N. Bray Company
Ellijay Lumber Company
A. T. Fuller Lumber Co.
Georgia-Pacific Corp.
Holly Springs Lumber Co.
Jeffreys-McElrath Mfg. Co.
Reynolds & Manley Lbr. Co.
Rush Lumber Co.
Shepherd Lumber Corp.
L. B. Springle Lbr. Co.
Sullivan Lumber Co.
Tolleson Lumber Co.

LOUISIANA

J. A. Bentley Lumber Co.
L. L. Brewton Lumber Co.
Ronald A. Coco, Inc.
Crowell Lumber Industries
Harless Lumber Co., Inc.
Hillyer-Duetsch-Edwards, Inc.
A. J. Hodges Industries, Inc.
Hunt Lumber Co., Inc.
L. D. Kellogg Lbr. Co.
Lock-Moore & Co.
Louisiana Long Leaf Lumber Co.
Martin Timber Co.
Roy O. Martin Lbr. Co., Inc.
Carroll W. Maxwell Lumber Co.
Olin Mathieson Chemical Corp.,
(Forest Products Div.)
N. D. Roberts Lbr. Co.
Sabine Lumber Co.
Springhill Lumber Company
Sturgis-Nix Lumber Co.
Tremont Lumber Co.
The Urania Lumber Co., Ltd.
Woodard-Walker Lumber Co.
Woodard-Walker Sawmill Co.

Augusta
Valdosta
Blue Ridge
Ocilla
Augusta
Atlanta
Macon
Savannah
Hawkinsville
McRae
Gainesville
Preston
Perry

Zimmerman
Winnfield
Baton Rouge
Long Leaf
Lake Charles
Oakdale
Shreveport
Ruston
Alexandria
Lake Charles
Fisher
Castor
Alexandria
Pollock
Shreveport
Alexandria
Zwolle
Springhill
Ruston
Joyce
Urania
Taylor
Heflin

Fleishel Lumber Co.
International Paper Co.
(Long-Bell Division)

St. Louis
Kansas City

NORTH CAROLINA

Evans Lumber Co.
L. R. Foreman & Sons Lumber Co.
Hutton & Bourbonnais Co.
W. P. Morris Lumber Co.

Nashville
Elizabeth City
Hickory
Jackson

SOUTH CAROLINA

Dargan Lumber Mfg. Co.
Flack-Jones Lumber Co., Inc.
Holly Hill Lumber Co.
Lightsey Brothers
Carl W. Mullis Lbr. Co.
Russellville Lbr. Co.
Tilghman Lumber Co.
C. M. Tucker Lumber Corp.

Conway
Monck's Corner
Holly Hill
Miley
Lancaster
Sumter
Sellers
Pageland

TENNESSEE

E. L. Bruce Co., Inc.
Vestal Lumber & Mfg. Co., Inc.

Memphis
Knoxville

TEXAS

Allen-Peavy Lumber Co.
Anderson Mfg. Co.
Angelina County Lumber Co.
Angelina County Lbr. Co., (Jasper Div.)
Atlanta Lumber Co.
Boettcher Lumber Co.
W. T. Carter & Brother
Ealand-Wood Lumber Co.
Edens-Birch Div.
Southwest Lumber Mills, Inc.
Grogan Bros. Lumber Co.
Grogan-Cochran Lumber Co.
Lacy H. Hunt Lumber Co.
Kirby Lumber Corp.
L. & M. Lumber Co.
The Litcher & Moore Lumber Co.
Southern Pine Lumber Co.
Williams Lumber Co.

Kountze
Tenaha
Keltys
Jasper
Atlanta
Huntsville
Houston
Jasper
Corrigan
Conroe
Magnolia
Nacogdoches
Houston
Willis
Orange
Diboll
Cleveland

VIRGINIA

Barnes Lumber Corp.
Union Bag-Camp Paper Corp.
The Williams & McKeithan Lbr. Co.

Charlottesville
Franklin
Lynchburg

MISSISSIPPI

Bailey Lumber Co.
Crosby Lumber & Mfg. Co.
The L. N. Dantzler Lumber Co.
A. DeWeese Lumber Co., Inc.
D. L. Fair Lumber Co.
Joe N. Miles & Sons

Laurel
Crosby
Perkinson
Philadelphia
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Lumberton

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Dierks Forests, Inc. Kansas City

SPA mills also support The National Wood Promotion program

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... offers more for you and your customers, too

There is no question about it—ceramic tile is today's most wanted surfacing and decorative material for all types of construction. Thanks to Misceramic's adhesive method of installation, it is now a profitable item for the contractor, the retailer and the distributor!

Misceramic offers *everything* for beautiful, economical tile installations—a full range of color—controlled wall and floor tiles, matching trims, matching fixtures and all materials necessary for a professional job. There are no costly delivery delays either. Misceramic carries everything in stock, in its new, centrally-located plant, ready for immediate shipment.

Put Misceramic Tile to work for you today!



For the name of your nearest Misceramic Tile Distributor or for information about available distributorships, write or call:

Misceramic Tile

CLEVELAND, MISSISSIPPI

EVERYTHING NECESSARY FOR PROFESSIONAL TILE INSTALLATION



14 classic wall tile colors



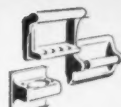
14 porcelain floor tile colors in 8 designs



7 MISTEX crystalline glazed floor tile colors



Matching trim tiles



Blending fixtures



Installation materials



DREAM-STUFF NO LONGER — In final construction phases is this sparkling headquarters building of the Lumbermen's Assn. of Texas, atop one of Austin's rolling hills. It commands a sweeping view of scrub oak-blanketed surroundings, not far from the shadow of the Lone Star State's renowned capitol dome. On this particular spring day, curbs and gutters surrounding the new office's extensive parking lot were about to be poured.

Texas Plant Introduces USG's Thicker Wallboard

A new development in gypsum wallboard manufacturing has come to the fore with the introduction of $\frac{5}{8}$ " Sheetrock by United States Gypsum Co.'s new Galena Park, Texas, plant.

Said to be thicker than any wallboard previously manufactured, the new Sheetrock reportedly combines maximum rigidity, strength, and durability in a single layer of drywall construction.

At present, the thicker wallboard will be manufactured only at Galena Park. Distribution will be limited to builders located within 100 miles of Houston.

R. B. McGoogan Heads Paint Production Club

R. B. McGoogan Jr., of Brunswick, Ga., was elected president of the Southern Paint and Varnish Production Club at its meeting in Biloxi, Miss., in March. He succeeds C. B. Thomas of Atlanta, Ga.

Also elected were C. P. Schlesinger, Chattanooga, Tenn., president-elect; Herman J. Fritz, Mobile, Ala., vice-president; P. S. Tully, Birmingham, Ala., secretary-treasurer; and W. A. Smith, Atlanta, national federation representative. At the concluding business session, the group voted to hold its 1960 annual meeting in Atlanta.

City of Miami Anticipates \$70-Million Building High

This should be the biggest year for building in the 67-year history of Miami, Fla., according to Ellis C. Knox, director of the city's building department.

Knox predicted that the city should hit a record of more than \$70-million for 1959.

Building permits calling for \$16-million in new construction for the first three months already have been issued, he said. This represents a substantial increase over the \$12,482,671 in permits issued for the first quarter last year.

Largest first-quarter total was in 1948, when materials first became available following wartime restrictions, Knox said. This was \$19,963,193.

5 Southerners Complete Structural Clay Research

Five Southerners in the brick and tile industry recently completed a special five-week sales engineer training course at headquarters of the Structural Clay Products Institute, national association of brick, structural tile, and architectural terra cotta manufacturers.

Graduates included John B. Dahin, Macon, Ga., and James S. Ezelle, Winter Park, Fla., both associated with the Burns Brick Co.; Walter H. Hopkins, Southern Brick & Tile Manufacturers Assn., Jesup, Ga.; M. L. Mehl, Alwine Brick Co., Taneytown, Md.; and Douglas Whitelock II, Structural Clay Products Institute, Alexandria, Va.

W. O. Edwards Is Appointed FHA Puerto Rican Director

Wendell O. Edwards, assistant FHA commissioner for field operations the last 20 months, has accepted the assignment of director in Puerto Rico, according to FHA Commissioner Julian H. Zimmerman.

Daniel G. Minto, director of the San Francisco insuring office in California, succeeds Edwards.



CHARLES G. OSTERTAG, 58, Southern Division sales manager of the Upson Co., Lockport, N. Y., died recently at his home in Atlanta, Ga. He joined the wallboard manufacturing firm in 1923 as a salesman. For the past two years, Ostertag had received a cup presented by President James J. Upson to the "Outstanding Sales Manager of the Year."

AITC Approves Program Of Control, Inspection

Maintenance and further development of sound standards for manufacture of glued laminated structural lumber have been assured, more or less, by recent action taken by the American Institute of Timber Construction.

At its recent annual meeting at Boca Raton, Fla., AITC general membership approved development of the AITC proposed quality control and inspection program.

Sam M. Nickey Sr. Passes; Pioneer Tenn. Lumberman

Sam M. Nickey Sr., 90, president of Nickey Brothers Inc., and a pioneer lumberman, died recently in Memphis, Tenn.

Nickey pioneered in development and use of red gum, formerly considered more or less a weed among trees.

He was born in Allen County, Ind., and was in the lumber business in Auburn and Princeton, Ind., before moving to the South in 1897.

(More INDUSTRY NEWS on page 50)

As a dealer, I know my jobber's large and complete stock of Evanite building materials makes it unnecessary for me to invest in big inventories

Salesmen profit from the jobber's experience and the merchandising aids and promotional ideas he gives us!

Because the boss buys from a jobber, we save space...cut overhead...and get prompt delivery when we need it!



IT PAYS TO BUY FROM YOUR PLYWOOD JOBBER

Your jobber can deliver a full line of fast-selling Evanite building materials. This includes rich-textured Plywall...handsome Driftwood Hardboard...and DFPA grade-marked fir Plywood. Evanite Sales Offices: Plymouth, Michigan • Danbury, Connecticut • Chicago, Illinois • Los Angeles, California • Tampa, Florida • Coos Bay, Oregon.

EVANS ALSO PRODUCES: Evanite® battery separators; railroad loading equipment; truck and bus heaters; bicycles and velocipedes; Haskellite building, refrigeration and marine panels.

EVANS

EVANITE® HARDBOARD
EVANITE PLYWOOD
EVANITE PLYWALL®

Products of

EVANS PRODUCTS COMPANY
Plymouth, Michigan





Silver Cushiontone sparkles with hundreds of tiny lights just like this \$125,000 diamond collection.

This is Silver Cushiontone

— the latest Armstrong design in ceiling tiles

Metallic accents are top fashion news in decorative materials for the home. You see them in drapery and upholstery fabrics, in floors, even in wall-paper designs.

Now Armstrong is the first to offer a metallic accent in an acoustical ceiling tile. Silver Cushiontone is another new and exclusive Armstrong design. It has hundreds of silver-colored metallic flecks scattered across its surface. The sparkling effect is delightful.

Silver Cushiontone is a *luxury* product that will earn you a *luxury* profit. Your customers will see it demonstrated repeatedly on the Armstrong Circle Theatre.

(CBS Network TV, starting with the June 10th broadcast.)

Silver Cushiontone will be packaged in a handsome silver and white carton holding 32 tiles. (No extra charge.) Find out about the complete promotion. Call your Armstrong Wholesaler or write to Armstrong Cork Company, 3905 Ramsey Avenue, Lancaster, Pa.

Armstrong CEILINGS

... a profitable new business for you



The **SENTRY** Gaslite...
 offering decorative...yet **ECONOMICAL**
 outdoor lighting

Perfect companion for modern homebuilders . . . the newest
 and most effective merchandising aid offered to builders in a decade.

Install Gaslites . . . live and visual atmosphere
 providing fixtures . . . for outdoor lighting.



...biggest name in outdoor gas lighting

Consult your Gaslite Dealer or write
 Arkla, Gaslite Division, Dept. 5
 Shannon Building, Little Rock, Arkansas

West Coast Hemlock

THE MULTI-PURPOSE LUMBER

Nature is good to hemlock in the Pacific Northwest. Plentiful moisture and even temperatures produce a species of hemlock that is superior to hemlocks grown elsewhere, in its yield of high quality multi-purpose lumber.

The name "ability" wood has been applied to Weyerhaeuser 4-Square West Coast Hemlock because of its wide usability, wearability and workability. Weyerhaeuser takes this abundant "ability" wood and through scientific logging, accurate sawing, controlled kiln-seasoning, precision surfacing, proper grading, careful handling and shipping, produces a multitude of West Coast Hemlock lumber products.

Dealers who sell this plentiful "ability" wood have found it to be a highly profitable species.



Weyerhaeuser **4-SQUARE®**
LUMBER AND BUILDING PRODUCTS



A Versatile Full Line

Weyerhaeuser 4-Square West Coast Hemlock is ideal for framing, sheathing, and siding application. It is excellent for flooring because it actually toughens with age. Among the many popular specialty uses are: shelving, furniture, cabinets, paneling, and trim.

West Coast Hemlock is becoming increasingly popular as a finish lumber because it combines exceptional building values with outstanding beauty. It is stiff and strong, easy to work and holds nails securely. It has a beautiful light color which takes natural finishes well, and also has remarkable paint retention qualities.

Many lumber dealers are featuring this practical, dependable species because West Coast Hemlock ideally serves many uses. Ask your Weyerhaeuser District Representative about this fine species when he next visits your Yard.



Weyerhaeuser Sales Company

FIRST NATIONAL BANK BUILDING • ST. PAUL 1, MINNESOTA

✓ **ONE ORDER...**
 ✓ **ONE SHIPMENT...**
 ✓ **ONE PAYMENT!**

WITH
**SUPERMARKET
 SHOPPING**

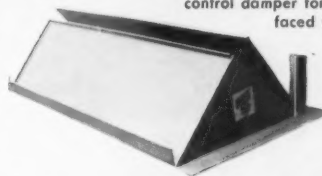
AT **Donley
 BROTHERS**



**POKER
 CONTROL DAMPER**

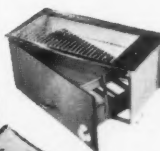
You can fill practically any order with these popular Donley dampers available in sizes from 2 to 8 feet in steel or cast iron.

**SQUARE
 END
 DAMPER**



Sell your customers this poker-control damper for multiple-faced fireplaces.

INDOOR BARBECUE



NEW! For real sales appeal . . . brings outdoor cooking indoors . . . brings in the customers . . . brings in the profits!

CLEANOUT DOORS AND ASH DUMPS



Offer these items with every damper sale! Donley cleanout doors and ash dumps in various sizes are available in corrosion-resistant steel or cast iron.



**Donley
 BROTHERS**

METAL PRODUCTS FOR BUILDING

13905 Miles Avenue • Cleveland 5, Ohio

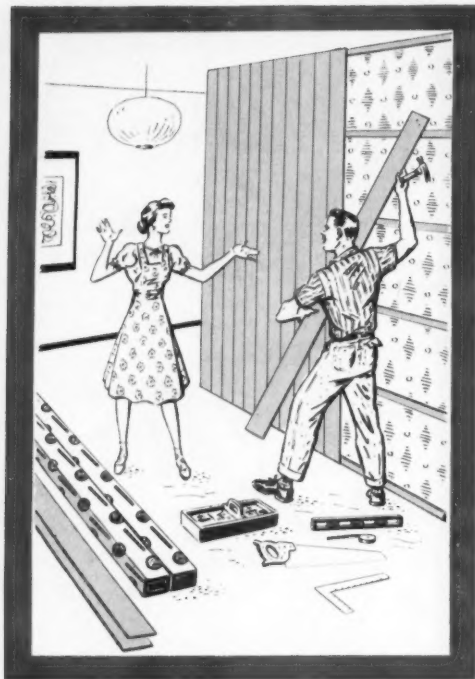
Supermarket Shopping for metal building products at Donley Brothers helps you cut costs three important ways. You place just *one order* and rest assured that you will receive the same high quality products that have made Donley Brothers famous for over 60 years. *One shipment* means that you cut shipping costs to a minimum. Buying all your requirements from Donley Brothers means that *one payment* is lower because you get the advantages of Donley's quantity discounts on mixed-car orders. Send coupon today for more information.

Other popular items included in the Donley line are . . .

FOUNDATION VENTS
 ATTIC VENTS
 UTILITY WINDOWS
 BASEMENT WINDOWS
 AREA WALLS
 AUTOMATIC SAFETY
 BURNERS
 INCINERATOR EQUIPMENT

ACCESS DOORS
 CRAWL SPACE DOORS
 MORTAR BOXES & TUBS
 JOIST HANGERS
 PACKAGE RECEIVERS
 GARBAGE RECEIVERS
 OUTDOOR FIREPLACE
 EQUIPMENT

NOYO "THRIFT PANEL"



now Quality Redwood packaged for DO-IT-YOUR-SELFERS

Here's a profitable way to answer requests for low cost redwood panels — offer "Thrift Panel" by Union Lumber Company. Twelve sections of A & Btr grade Kiln Dried redwood, packaged in sparkling yellow and red protective Noyo Wrap. Weekend carpenters really go for "Thrift Panel" . . . so do professional builders! It's light, durable, and easy to use.

Available now in 4" & 6" widths and 7' & 8' lengths, "Thrift Panel" is resawn 4/4" stock . . . one side smooth surfaced, the other rough textured. Each package end-labeled to give size, grade, contents, and coverage. There's a place for you to mark retail price, too.



Let "Thrift Panel" and the growing D-I-Y paneling trend build more sales for you. Order today from your Union Lumber source!

UNION LUMBER COMPANY

TREE FARMERS AND MANUFACTURERS
FORT BRAGG · CALIFORNIA
SAN FRANCISCO PARK RIDGE, ILL.
LOS ANGELES NEW YORK



Sales Representatives Throughout the Nation
Member California Redwood Association



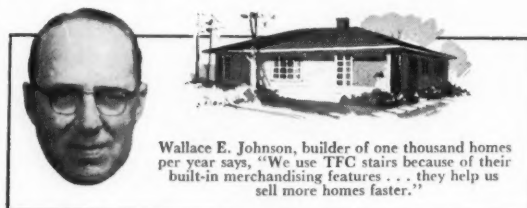
Gold-Metl Attic Stairs have MERCHANDISEABILITY

2 bold and new stair features will help you sell more stairs at lower cost

1. Life-of-the-home guarantee—The greatest quality insurance ever . . . Attached to the stair in full view of all "Lookers." This feature alone imparts the feeling of reliability and confidence . . . Merchandise it, and you will sell more stairs quicker . . . easier.

2. Golden finish—Appeals to HER, a decorator at heart. She sees beauty and eye-appeal for gracious living. This added touch, which costs nothing extra, gains her confidence . . . makes selling easier for you.

7 Other major merchandising features makes the TFC Gold-Metl Stair The Dealer's Best Buy.



Wallace E. Johnson, builder of one thousand homes per year says, "We use TFC stairs because of their built-in merchandising features . . . they help us sell more homes faster."

Write for literature.

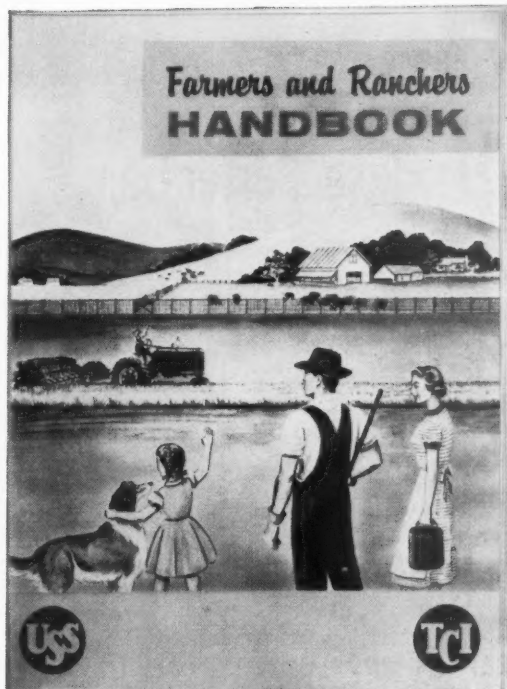
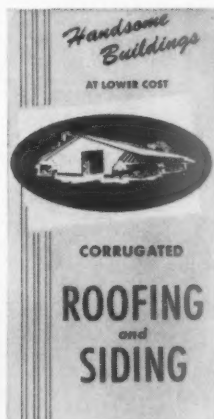
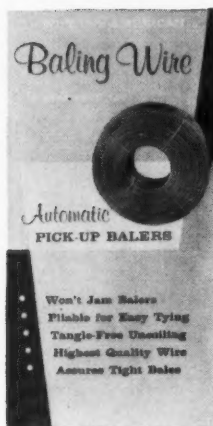


TENNESSEE FABRICATING COMPANY

1413 Grimes Street, Memphis 6, Tennessee

TFC also manufactures the Champion and Pacosetter all steel packaged attic stairs.

These FREE promotion pieces will boost your sales of the TCI line of products!



Weatherboard Siding Stuffer, S-54-4
Tennessee Poultry Stuffer, ADTCI-MP-4-58
Tennessee Sample Board for dealers*
American Poultry Fence Stuffer, W-55-1
Diamond Lawn Fence Stuffer
American Barbed Wire Stuffer, B-54-1
Ranger Barbed Wire Mailer*
Studded "T" Post Stuffer, ADTCI-MP-13-57
Roofing Sliding Scale Card showing number of square feet of steel roofing in a given number of sheets 26 inches wide after forming, ADTCI-MP-5-55
American Baling Wire Stuffer, ADTCI-MP-12-57
Blue Bonnett Bale Tie Stuffer, ADTCI-MP-11-56
TCI Nail Chart for dealers and builders, ADTCI-MP-2-58*
Poultry House Plan, No. 625*
Gripette Staple Stuffer, ADTCI-MP-10-56
Window and store display of TCI products*
Galvanized Flat Sheet Stuffer, ADTCI-ST-9-56
Catalog of Nails, No. 6347T*
Manual of Carpentry, No. 6217*

BALING WIRE

This folder packs a wallop on why USS American Baling Wire is perfect for use in automatic pick-up balers. The facts are stated briefly... and that's what the farmer wants to know. USS American Baling Wire carries the famous United States Steel guarantee which assures satisfactory performance. The next thing he looks for is where he can buy it. He finds out fast because your name and address are clearly imprinted right on the folder. Request Form No. AD-TCI-MP12-57.

USS TENNESEAL ROOFING

Used for direct mail or as a stuffer in statements etc., this folder generates sales for USS Tenseal Roofing by outlining the facts on why Tenseal is best. Request Form No. B-53-4-REV.

CORRUGATED ROOFING and SIDING

This folder sells USS Corrugated Roofing and Siding by telling very briefly how the process of manufacture benefits the buyer and how easy this roofing is to install. Request Form No. S-54-5.

USS AMERICAN FENCE

Here's an attractive folder you'll be proud to hand out or use as a stuffer. Drawings clearly show why USS American Fence is tops. All types of USS American Fence are briefly outlined. Request Form No. B-45-7-REV.

FARMERS and RANCHERS HANDBOOK

In addition to containing usable facts that farmers refer to every day, this 72-page handbook is also a complete catalog of the TCI line of United States Steel products. Use as a handout or direct-mailer. An attractive dispenser to display these handbooks in your store is available. All these sales promotion pieces plus those listed at left, are free to dealers of the TCI line of United States Steel products. Each item, except those marked (*) can be imprinted with your name and address. Check these sales-getters now and order your supply from your nearest District Office: Charlotte—Houston—Jacksonville—Memphis—New Orleans—Tulsa; or write directly to our General Office: Fairfield, Alabama.

USS, Tenseal, American and Ranger are registered trademarks



**Tennessee Coal & Iron
Division of
United States Steel**



We put



90

Years of Flawless Perfection.....

into **PALCO**®

Architectural Quality REDWOOD

The *flawless perfection* of premium quality PALCO Architectural REDWOOD reflects the unmatched experience accumulated from over 90 years continuous and advanced development of manufacturing methods, facilities, and skilled workmanship employed at Pacific Lumber Mills. *Where quality counts—it's PALCO REDWOOD.*

Better buy PALCO—there's no better buy than the best.

903

THE PACIFIC LUMBER COMPANY

Mills at Scotia, Eureka, and Elk, California

100 BUSH ST., SAN FRANCISCO 4 • 35 E. WACKER DRIVE, CHICAGO 1
2185 HUNTINGTON DRIVE, SAN MARINO 9, CALIF.



Your dependable supply source: Capacity: 155 million board feet. Inventory: 100 million board feet — self-perpetuating timber reserves.



MEMBER OF CALIFORNIA REDWOOD ASSOCIATION

LESLIE *expands with the growing* SOUTH

.... A NEW FACTORY
and SALES OFFICE
IN **ATLANTA**

**3 MEN
TO SERVE
YOU:**



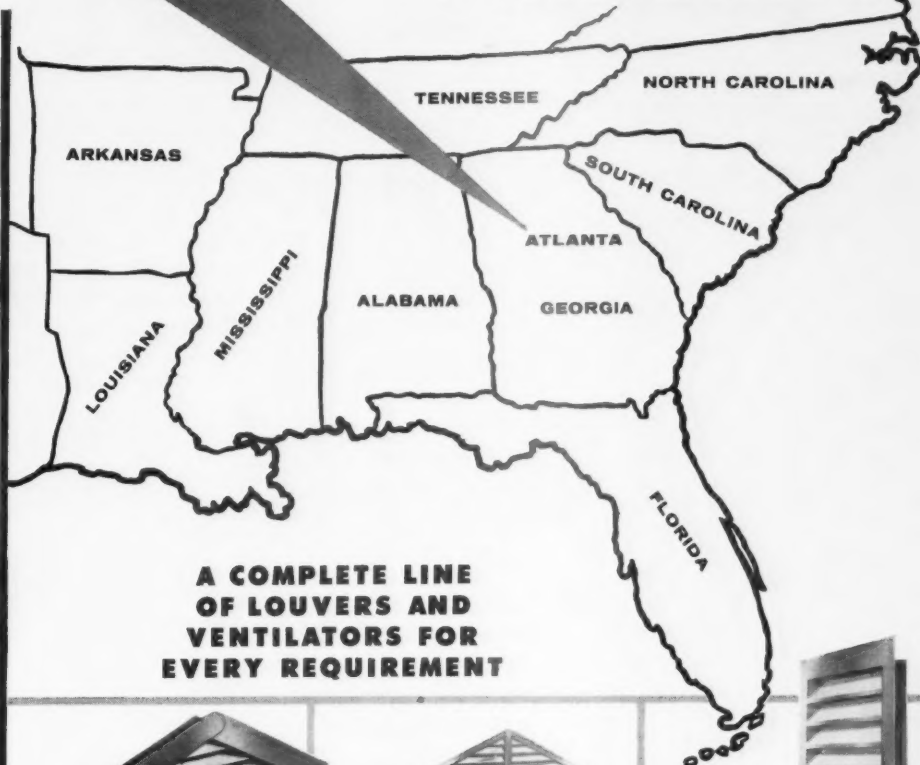
BILL WALKER
Georgia, Florida, Alabama



LeROY MASHBURN
N. & S. Carolina, East Tenn.



LEON FULLER
Louisiana, Miss., W. Tenn.



**A COMPLETE LINE
OF LOUVERS AND
VENTILATORS FOR
EVERY REQUIREMENT**



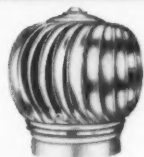
**Adjust-A-Pitch
Louvers**
3/12 thru 10/12 pitch.
All heavy gauge aluminum



Fixed pitch
2/12 to 12/12. Heavy gauge alu-
minum or galvanized



**Vertical Wall
Types Flush and
Recessed Flange**
Aluminum or gal-
vanized



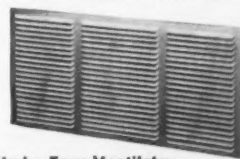
Rotary Turbine
Aluminum or galvanized



Series 50
Slant roof type
Aluminum or galvanized



Slant Roof For any
slope roof. Aluminum, galva-
nized, or copper



Under-Eave Ventilator
Aluminum or galvanized

All LESLIE LOUVERS are manufactured to meet the NEW FHA Minimum Property Specifications

**LESLIE
WELDING CO., Inc.**

325 ELIZABETH ST., N. E., ATLANTA, GA.

2935 W. CARROLL AVE., CHICAGO 12, ILL.

WIFE APPROVED



*A proud addition to our line
of quality wood windows!*

Now . . . with our new Bee Gee wood window units your customers can be sure of positive control of room ventilation. Whether casement, picture or corner picture combination, this beautiful unit is keyed to modern taste and adds a distinctive style touch to any type home. A real profit maker for MW Merchandisers!

Styled

**for the modern,
slim, trim look**

See your local dealer!

MW

Distributors

ROCKY MOUNT, VIRGINIA

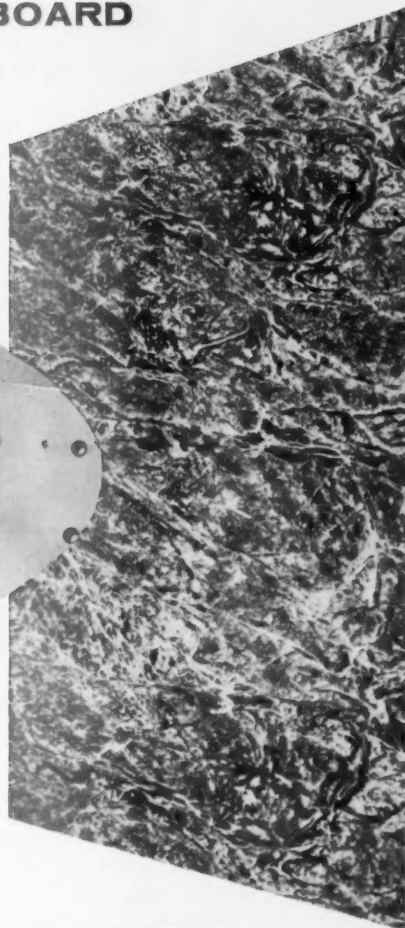
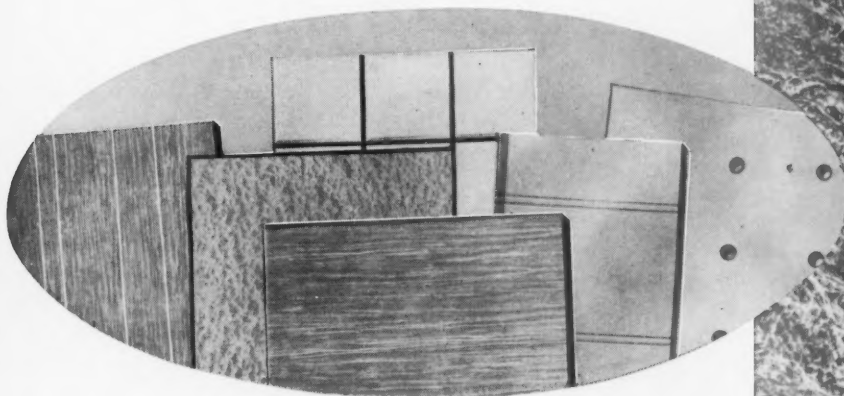


MANUFACTURERS OF MILLWORK • DISTRIBUTORS OF BUILDERS SUPPLIES

BEST BUY ANYWHERE IN WALLBOARD

PLASTIC COATED PANELBOARD

A full line of Modern Patterns



**TILE • RANDOM PLANK WOOD PANELING
MARBLETONE • PEARLTONE • PLAIN PANELS
PERFORATED BOARD IN COLORS**

This is it! Your one-source supply for the quickest turnover wallboard on the market. Plastic Coated PANELBOARD features the most wanted patterns in a magnificent array of decorator colors.

FIVE YEAR GUARANTEE

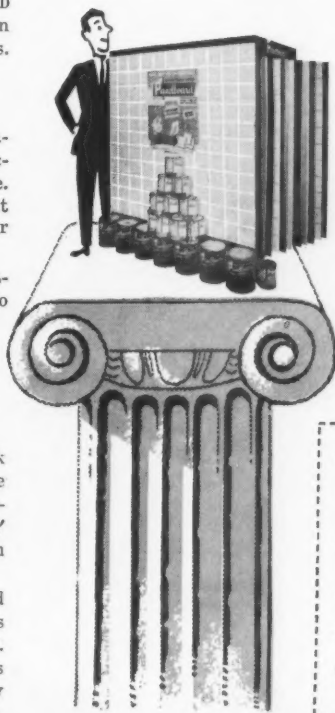
PANELBOARD's unique "Super-Melamine" finish assures lasting protection even in shower or behind stove. We back every PANELBOARD product you sell with an absolute 5 year written guarantee.

And here's another exclusive: PANELBOARD Tile joints butt perfectly. No divider moulding necessary.

PROFIT-PACKED RACK STOPS 'EM AND SELLS 'EM ON PANELBOARD

This traffic-stopping merchandise rack gets your home modernizing message across even while you're busy elsewhere. Stores up to 120 sheets in 4' x 4' or 4' x 8' lengths. It's yours Free with initial order.

More and more home owners and builders are using PANELBOARD. It's the hottest wall covering you can sell. The price is *right* . . . and the profits are full and *fast*. Clip coupon today for samples and complete information.



NEW MARBLETONE

The grandeur of Grecian Marble is faithfully reproduced with not a flaw in a freightload. High gloss finish . . . 5 fabulous colors.

Wholesalers:

A few select territories are open for real live wire firms. Write today for details on this *Money-Maker*.

P **PANELBOARD**
Manufacturing Co., Inc.
222 Pacific St., Newark 5, N. J.

Gentlemen: S-5
Please Rush samples and full details. No obligation to me.
Name.....
Company.....
Street.....
City.....Zone.....State.....



Insulite Casual Random does triple duty in this section of Security Lumber & Supply Company's new showrooms. It helps sell customers on beauty of tile. It deadens noise. Adds smart, modern look.

Insulite Primed Siding—vertical and horizontal—makes this handsome wall a demonstration of endless interior and exterior uses. Showrooms designed by Albert E. Olson, AIA, of Chatham, New Jersey.



Insulite products make new showrooms a showcase for quick sales

When a customer asks dealer E. A. Benson, Bradley, Illinois, about Insulite Ceiling Tile, all he has to do is point up. His beautiful ceilings of Insulite Casual Random and Insulite Durolite do a selling job that's beyond mere words. His walls of Insulite Primed Siding are equally effective, silent salesmen. Together they give his showrooms a smart, clean, modern look.

Mr. Benson says he wouldn't be without Insulite Products. "They have a wider acceptance among the contractor trade than any others. This has been true

everywhere I've worked. Seems that once contractors and carpenters use them, they become sold." Mr. Benson adds, "I also like Insulite because they are always out first with whatever is new in the insulation board field. Insulite Primed Siding is an excellent example."

If you'd like to see why Mr. Benson and other dealers are so enthusiastic about Insulite Products, write us for samples, sales helps and complete facts—Insulite, Minneapolis 2, Minn.

sells easy...sells fast...stays sold

INSULITE®

Insulite Division, Minnesota and Ontario Paper Company, Minneapolis 2, Minnesota

Durolite is a reg. T. M., U. S. Pat. Off.



E. A. Benson, owner of Security Lumber & Supply since 1953. Mr. Benson has been in the lumber and supply business over 32 years.



8 WAYS TO PROFIT with Lion Asphalt Roofing Products

Here are eight specialized roofing and waterproofing asphalts that build both profits and reputation for roofers and builders.

Lion asphalt products are of finest quality . . . meeting or exceeding the most rigid U. S. Government specifications.

To learn how you can make extra profits with a small inventory and rapid turnover, mail the coupon today. It will pay you well.

1 LION ROOFING ASPHALT

For hot application. Most economical covering for roofs of large buildings.



2 LION ASPHALT ROOF COATING

Liquid, ready to use. For new roofs or to preserve old ones.



3 LION ASPHALT PLASTIC CEMENT*

For repair of breaks, cracks and holes in all types of roofs. Also for sealing and waterproofing.



4 LION ASBESTOS ASPHALT ROOF COATING

Surface finish for new roofs. Also recommended for renewing old, dry roll roofing.



5 LION ASPHALT R. D. PRIMER

Serves as primer for hot asphalt application for dampproofing concrete or masonry.



6 LION COLD PROCESS LAP CEMENT

Quick-setting, liquid asphalt. Eliminates nails on lower edge of roofing.



7 LION COATING NO. 3*

Has a high filler content. Especially effective on metal surfaces where a tough and abrasion-resistant coating is desired.



8 LION BLIND NAILING CEMENT

A ready-to-use compound of asphalt and asbestos fibre which eliminates the need for nailing the lower edge of roll roofing, avoiding leak hazards; also for applying selvage-edge roll roofing and unsaturated felt.



MAIL THE COUPON NOW!

LION OIL COMPANY

Asphalt Sales Section
El Dorado, Arkansas

Please send complete information about your Asphalt Roofing Products and the name of your nearest wholesale distributor.

Name

Address

City.....State.....

*Made under the Process of Patent No. 2393774



LION OIL COMPANY

A DIVISION OF MONSANTO CHEMICAL COMPANY

EL DORADO, ARKANSAS



Member: The Asphalt Institute, College Park, Md.

LIO-5

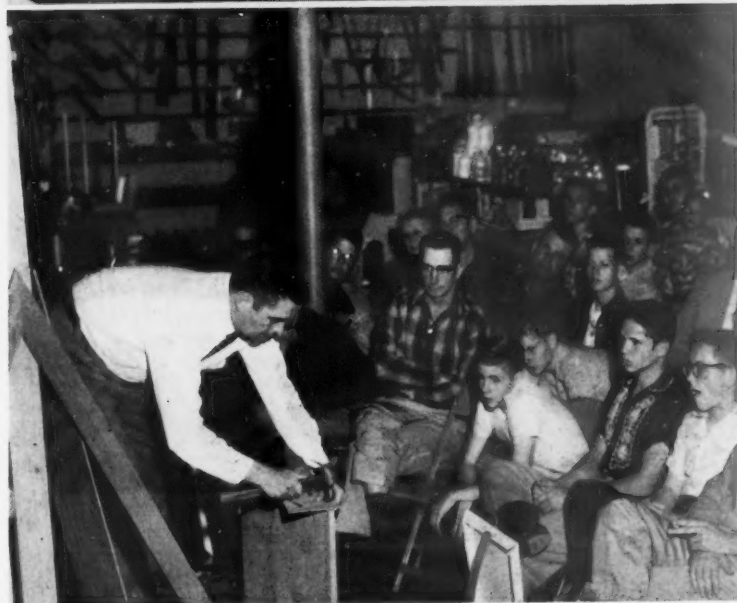
By George Phinney

SOUTHERN BUILDING SUPPLIES

May, 1959

Oklahoman hits 'Target Good-Will'...

His 'Sooner' D-I-Y School Scores



A company-sponsored do-it-yourself school for amateur carpenters, wood shop hobbyists, and homeowners interested in remodeling, repairing, and decorating is increasing over-all sales and cementing year-round customer good will for the W. P. "Bill" Atkinson Lumber Company of Midwest City, Oklahoma.

"Preliminary planning," said Manager Leland Wolfe, "included contacting local representatives of building material manufacturers. Among them were a paint salesman, a hardware jobber, a building materials representative, a cement company official, and several others. These fellows all agreed to donate their services if we'd provide space and accommodations."

For the first session, counters were moved, display stock re-arranged, and enough chairs brought in to accommodate 25 persons. Thirty-five showed up. Some arrived as much as an hour before scheduled starting-time to look over the store, exchange ideas, and just to talk shop.

"You wouldn't believe it," said Charles Yantis, manager of the paint and hardware department, "but that first week after we started the school we sold enough screen wire, nails, small hardware items, picture framing, and mis-

Top left, discussing do-it-yourself training program at first session of Atkinson D-I-Y school are (l to r) Leland Wolfe, manager, W. P. "Bill" Atkinson Lumber Co.; James Gregory, general manager, Atkinson Enterprises; and Michael Klein, Insulite representative.

At left, Bob Sands, U. S. Plywood representative, demonstrates to do-it-yourself enthusiasts how to cut, nail, and apply plywood. Local sales representatives of building material manufacturers participated in Atkinson's do-it-yourself school.

By increasing over-all store sales, this Oklahoma company-sponsored D-I-Y school paid off its own advertising costs

cellaneous merchandise to pay for the advertising, promotion, and setting up of the whole program."

Increased sales in these items were attributed directly to those

attending the do-it-yourself school. Small items — like a screen door spring, a piece of door molding, a hinge, a quart of paint — were bought by people who had been

putting off repair jobs because they kept forgetting to buy what they needed.

Almost immediately after the first do-it-yourself class, Yantis and other employees in his department began noticing new customers at counters. They started inquiring, and found that most customers were there because they had attended the do-it-yourself school. Many of them were high in their praise of the project and said they planned to attend the full eight sessions, which were held every other week during September, October, November, and part of December.

"I never knew a paint brush could be held so many different ways to keep it from making streaks," customer Jim Scales told clerk Dick Farnham, "until that young fellow showed us at school the other night."

The second session of Atkinson's do-it-yourself school was conducted by Michael Klein, representative of Insulite building products. Klein lectured and demonstrated how to apply his company's sound-conditioning materials, how to measure, saw, and select the best type and size of nails.

"Those who live on a busy street with a lot of rumbling truck traffic," Klein told his audience, "can appreciate what sound-proofing materials can do to shut out nerve-racking, sleep-stealing noise."

After class, a dozen or more interested persons came up to get more detailed information. Others stood around swapping ideas for remodeling, re-roofing, building additions, and repairing.

The next week and for several weeks, sale of Insulite products increased tremendously at the Atkinson Lumber Co. One clerk estimated a 100 per cent jump. This also meant increased sale of nails, molding, paint or varnish, and other materials.

"Getting people into the building is the main thing," Manager Wolfe said, "whether they are interested in lumber, hardware, paint, nails, posts, screen wire, or shingles."

Farnham added: "While we show them what they ask for, we also try to maneuver a customer around to other related materials. You'd

(Continued on page 98)



Bob Redwine, left, representative of the DuPont Paint Co., gives D-I-Y clinic enthusiast J. T. McDonald pointers on proper application of wall paint. Representatives who conducted sessions also helped customers at home with D-I-Y problems.



Michael J. Klein of Insulite building products conducted the second session of Atkinson's D-I-Y school. He demonstrated how to measure, saw, and select best types and sizes of nails for applying his company's sound-conditioning materials.



The Suburban Supply Co., Inc., in Bladensburg, Md., is an ideal shopping center for any do-it-yourself, or cash customer, since its entire stock is placed on the sales floor in accessible bins, shelves, or plat-



forms. Customers see, handle, and choose their own materials. All lumber, sheathing, molding, and plywood is cut to size, priced per piece, and clearly labeled with name, dimensions, and cost.

Self-Selection, D-I-Y Instruction Spell This Dealer's Success Story

When we remodeled our store, we centered plans around cash retail trade, particularly do-it-yourself customers.

Our plan was to place our entire stock before the customer, present it in accessible in-store bins, on shelves, tables, platforms, and on wall displays for self-selection. We wanted to give each customer opportunity to see, handle, and choose materials *before* he paid for them.

We did not want to issue a sales-check to the customer and then send him looking around the yard for material he had already paid for.

We were determined at the outset to cut to size all framing lumber, finish lumber, sheathing, molding, and plywood; price it per piece, not per foot; and label it clearly with all the necessary information — name of material, dimensions, and cost.

There were several reasons for our departure from conventional building materials store procedure. The average do-it-yourself customer does not know woods, or what materials are best suited for

By LEWIS GOOD JR.
Manager, Suburban Supply Co., Inc.
Bladensburg, Md.

specific jobs. Often, he does not know even how to begin. A linear-foot means nothing to a customer. Why price lumber at 27-cents a linear-foot? The customer wants to know what the entire piece will cost.

Hardwoods — like mahogany, walnut, cherry, and birch — are placed in special bins so that the customer may examine them to determine their suitability for a particular job. When a home-owner can select what is most suitable on the spot, without going into an open yard during bad weather, he knows that a dealer is coming closer to meeting his needs.

Even while we offer self-selection, we also have experienced counselors in every department.

Lumber is racked in bins according to size. Suburban Supply built all its fixtures of natural birch plywood with birch edging, at a savings of about \$7,000.

With wide experience in construction, home improvement, and remodeling, our personnel is equipped to advise and plan with a customer. The counselor takes time to feel out a customer's ideas on the attic, recreation room, enclosed porch, basement refinishing,





In planning store layout, management at Suburban Supply purposefully placed lumber in rear to draw traffic through aisles of lighting



fixtures, electrical supplies, paint, hardware, garden supplies, cinder block, brick, cement, patio blocks, and ceiling tile.

room addition, or other project. Once he learns what home repair or improvement the customer may have in mind, he can follow through from initial sketch to completed job, taking him step-by-step, and staying within the customer's budget. A special table with do-it-yourself literature supplements instruction from company personnel.

There were other reasons for placing our entire stock on the sales floor. Shipments may be placed promptly in proper bins and shelves. Handling costs were drastically cut, as was overhead on warehouse space and personnel.

Since we have no yard, warehouse, or back-up stock, we can

operate on a smaller inventory. Stock turnover six times a year, particularly where an operation is on a strictly cash basis, spells profit. Profit lies in turnover.

In planning store layout, we placed all lumber in the rear, drawing traffic through aisles of lighting fixtures and electrical supplies, paint, hardware, garden and bathroom supplies, kitchen center, windows and doors, cinder block, brick, cement, roofing materials, patio blocks, and ceiling tile.

We built all of our own fixtures of natural birch plywood, with birch edging, at a savings of about \$7,000. We got several estimates before deciding to build our own.

Material of 8' and under is racked vertically; that 10' and over, horizontally.

Bright yellow walls, contrasted with aqua blue supports on our lumber bins, make what we believe to be one of the most attractive stores in the area.

We think we have several unique features built into our store. We have a center with model kitchens set up in both wood and metal cabinets. Wall cabinets are on rails and can be readily shifted about, while base cabinets are on casters for easy maneuverability. A home-owner supplying dimensions for a kitchen may reassemble kitchen cabinets and appliances right in
(Continued on page 98)

In this model kitchen, a home-owner can re-assemble cabinets and appliances to visualize how a kitchen will look. Wall cabinets are on rails; base cabinets, on casters.



This display house of installed aluminum doors, windows, and paneling also permits customers to see what materials may be best suited to their homes. Each unit is priced and sized.



A \$1,000-A-Month Net Profit From Plumbing Supply Sales

By Ruel McDaniel

More than ten years ago a regular customer came to Marcos Perez, owner of Marcos Perez Lumber Co., Kingsville, Texas, and asked for some clay pipe. Perez obtained the small pipe order, plus a little more for stock in case another customer wanted it. That was the start of a profitable plumbing supply business.

From clay pipe, the business developed to small plumbing fittings, and gradually into a full-fledged plumbing department.

Perez began catering to do-it-yourselfers long before such practice became a fad. He had a number of customers who wanted to save money by doing their own plumbing repairs. When do-it-yourself became generally popular, Perez's plumbing department was ready to cash in on it.

Today the plumbing department does more than \$1,000 worth of business per month, mostly in fittings and smaller plumbing items, but it does carry complete bathrooms on display for customers who are in the market.

Perez has developed the business primarily by being willing to take time to show a customer how to install plumbing or make repairs. If a customer buys his commode, basin, and bathtub at the store, and is uncertain about any of the details of installation, Perez sits down with him and draws a sketch of the bathroom (with dimensions) (Continued on page 97)

In need of plumbing fixtures, this regular customer of Marcos Perez Lumber Co., Kingsville, Texas, right above, knows he can find what's necessary in this special plumbing alcove maintained by the firm.

At right, two shelves of this special island display on Marcos Perez Lumber's main sales floor are attractively arranged with smaller plumbing items most frequently requested by do-it-yourself plumbers.





By Warner Ogden

Owner Vernon C. Todd of Todd Lumber Co., Knoxville, Tenn., tackles necessary figuring on building materials required for a complete home-building job. Assistant-Manager John Paul Warwick Sr. lends assistance on an office comptometer.

Todd Lumber Co. in Knoxville, Tenn., successfully has promoted a plan for a guaranteed total price on all building materials required to build a new home or to repair an old one.

Owner V. C. Todd explained it in a recent two-column-by-six-inch newspaper ad, like this:

"... This total price includes concrete, blocks, cement, lumber, roofing, windows, doors, sheet rock, nails — everything needed for a turnkey job. This guaranteed total price is given by Todd Lumber Co. Todd Lumber will prepare accurate estimates based on your plans and specifications, then submit to you a guaranteed total cost — no extras — for enough materials to build your new home completely. This is a straight-forward business proposition. Todd Lumber Co. does not know of any other dealer who has made a like offer."

Todd explained that he wants to assure prospective customers that material costs would be within reasonable limits. He believes a home builder and a supplies dealer must have confidence in each other. In fact, he would decline an order if he considered the builder wasteful or the labor inefficient, he says.

"When a prospective home-owner submits his plans and specifications, I make a complete quantity and cost survey in accordance with the paper submitted," he said.

Millwork, as well as lumber and other building materials, is offered by Todd Lumber. Millwork shop equipment is in new concrete block building. Todd, at far right, supervises millwork operations.

His Customers Can Expect A Guaranteed Total Price

"The prospect is given the itemized list as shown in the cost survey. He has the latitude of purchasing enough materials to build his house on the basis of a blanket bid, or he can take the same material cost estimate and buy the job on a unit cost basis. The choice is entirely his.

"If he elects to buy it for a fixed sum, then we insist that he make no changes whatsoever in his construction. We point out to him that if there are construction changes, cost differences will go on his ac-

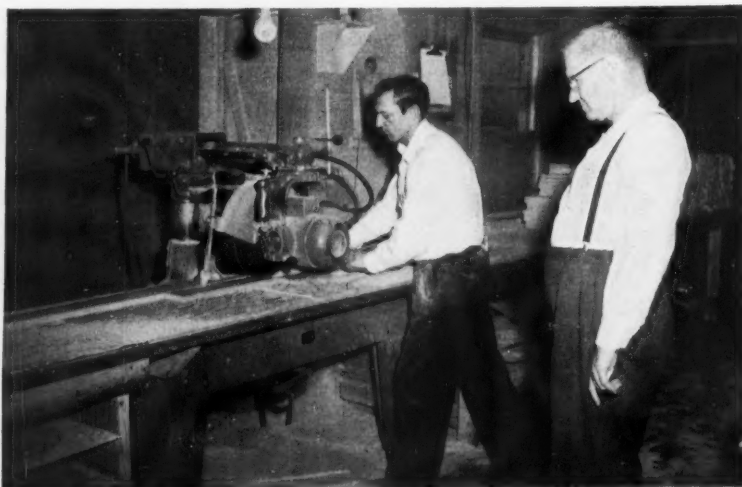
count accordingly.

"We try to notify the customer in advance when we know of a change being made. We try to tell him of the difference in cost involved.

"When he elects to take our material list and buy from it, he has no guaranteed price.

"The whole picture is designed generally for the customer who builds without architectural supervision or without a bonded contractor doing the work. Generally

(Continued on page 97)



The Window Awning Market:

A 'Natural' for Dixie Dealers

If you are looking for additional items to boost total volume and profit, as most building suppliers are today, don't overlook metal and fiberglass window awnings.

Awnings are "naturals" for a Southern building supply dealer.

They reportedly reduce interior room temperatures in the summertime by as much as 12 degrees, while adding colorful dimension and value to homes.

They require little upkeep, are weather-resistant, and increase privacy.

They are easy to erect, making them ideal for promotion to the do-it-yourself customer.

Negligible Inventory Required

Once a summer seasonable item, they now sell year-round. They retail from around \$12 up per awning, with a mark-up from 30% to 40%, and, in at least some instances, require no inventory other than a small display model.

Raymond Ramser of Ramser Building Supply, Lawrenceville, Ga., takes an interest in awning sales and, with little specific promotion, last year added over \$1,500.00 in sales.

Ramser used to leave awning sales to full-time awning companies in nearby Atlanta.

"I would take bids from them on a job, let them erect the awnings, pocket the profits, and leave. It seemed I got one complaint after another as my share of the deal," he told.

"I knew I would have a difficult time out-bidding them if I stocked the line, for awning companies are only 30 miles away in Atlanta, and they had a large volume of sales from which to bargain. My inventory and small volume would have made a low bid against them almost impossible.

"When I discovered an awning manufacturer who did not require my tying up a large sum in inventory, I decided to make a little profit myself.

By C. Lorentzson

"I sell an aluminum awning now which I believe to be one of the best in the country. It is a ventilated awning, built in two layers. It will not rattle or shake, and it is so easy to put up that some of my customers buy them and put them up themselves.

Consider Profit

"I'm able to gross around 40% profit on my sales now. The company I use puts out a concave and a convex painted aluminum awning with a red or green stripe. I sell the convex type, for regular and picture windows, at \$13.00 for a single and \$24.00 for a double. Another big seller is a patio cover retailing from \$55.00 to \$80.00.

"I emphasize the Goodhouse-

keeping guarantee when making a sale," Ramser continued. "I guess I sell more convex awnings because they have more selling points. They have more air space and are cooler than the concave types. They also have more room over doors for opening."

Ramser keeps a small awning display in the sales office of his firm, and uses it often to show prospective customers its advantages. He also handles convex awnings for casement and double-sash windows, concave awnings for double-sash windows, and transverse design doorhoods that drain water off to each side.

Numerous Advantages

Other advantages Ramser emphasizes to customers include: easy installation; home dress-up for in-

(Continued on page 94)



Once a summer seasonable item, window awnings in the South are now a year-round volume booster for building supply dealers, according to Raymond Ramser of Ramser Building Supply, Lawrenceville, Ga. Above, awning salesman W. J. Mosley, right, points out advantages inherent in corrugated fiberglass awnings to (l to r) Henry Ramser and J. W. Roberts.

You Can Make That Directory Ad Do More Selling

Your business telephone automatically entitles you to a listing in the yellow pages of your telephone directory. This listing has been, and ever will be, the source of extra sales for your building supply business.

Past experience probably will show you how important such listing is. And, with application of a few other ideas, you can make your telephone directory advertising "ring bells" . . . first, your telephone bell, and, later, that on your cash register.

Here are ten ideas that successful advertisers have found most helpful in getting the most from their yellow-page advertising:

(1) **Large Type Telephone Number.** This has probably happened to you. You look up a number in the yellow pages. Then, you start to dial — look at the book — lose your place — see another telephone number set in large-size type — and dial *that* number.

Using display advertising and having your telephone number set in large-size type is sales insurance. You hold people who selected your lumber business, and attract others who find your number easy to call.

(2) **Bold Face Listings.** In regular columns listing all lumber firms, you may get lost in the crowd. People look down a long list of single-line listings. They all seem the same — equal in importance.

This is where a bold-face listing may pay handsome dividends. Your listing will stand out over others. The cost of bold-face listing

is mighty small compared with value received in plus-business.

(3) **Use All Classifications.** The more classifications you have your business listed under, the better chance you have of attracting more attention. Extra listings are inexpensive, and will pay off in plus-sales through yellow-page advertising.

You can have your listings under numerous classifications. For instance, you might have it under

all lines of merchandise carried (paint, hardware, etc.) or any services you offer in your lumber business.

(4) **Use Extra Lines.** Advertising which uses display space in the yellow pages gets an extra line, free — "See advertisement this page." But, you can increase importance of *your* listing with an extra line of copy.

These one-line sales messages can help tip the buying scales in your favor. For instance, you might use —

"Free Delivery . . . Credit"

"Open Evenings and Sundays"

"Serving Since 1932."

(5) **Trade-Mark Classifications.**

National advertising pre-sells many people on certain brands of merchandise. They are familiar with trade-marks. When they see the familiar trade-mark featured in the yellow pages, they contact *that* business. The prestige association they have with the national trade-mark is carried over to your business.

(6) **Stress Time in Business.** Successful business management, in the minds of many, is determined by age. For instance, a business operating for ten years is considered more successful than that for only five years.

You can build confidence in your
(Continued on page 96)

HERE'S HOW:

- ✓ List phone number in large type
- ✓ Bold-face listings
- ✓ Utilize every classification
- ✓ Use one-line sales messages
- ✓ Display national ad trade-marks
- ✓ Stress length of time in business
- ✓ Play up company services
- ✓ Specify business hours and policies
- ✓ Draw map-diagram to pin-point location
- ✓ Use out-of-town directories

Success Formula for Florida Dealer:

PUT QUALITY FIRST ... NOT PRICE



By Harry J. Miller

"Sell the sizzle — not the steak!" is a statement coined by Elmer Wheeler, America's super-salesman.

In similar fashion, "Sell quality — not price!" is the credo of the Venice Lumber Co., Venice, Fla., whose sound 33-year-growth stems from a dedication to this sales idea.

Reportedly the first retailer of lumber in this section of Florida, this old-line dealer keeps busy without aid from outside salesmen.

"We don't know that we need any," commented W. D. Bellamy, secretary of the Venice firm. "It seems like today's salesmen can only sell on the basis of low prices; and our prices aren't low. We cater to the quality contractor who realizes he can only build good will and steady patronage by using good materials. These fellows know that less costly labor is required in working with good lumber. They're fully aware that when they use a green ceiling joist and hang rocklath and plaster on a 2-x-4 in a hot attic or for a flat deck roof rafter, the joist will twist when heat hits it. This cracks the plaster and they have lost whatever meagre saving they made

buying poor lumber elsewhere."

Quality Pattern

The same pattern of quality has for years influenced the company to upgrade construction materials for their users in this area.

"Take windows," said Bellamy, "traditionally, they're a lumber supply item. But to compete with the specialists who handle them, we've found it necessary to make our own installations. In far too many competitive jalousie doors and windows, every glass moves and chatters.

"Our jalousie doors and awning-type windows are a quality-type at reasonable price, and they fit, so they work better consistently. We won't handle the pressed aluminum frames; ours are aluminum extrusions.

"And we render service by having an adequate inventory of stock sizes for new construction, besides obtaining any special size a contractor needs for odd-size openings he finds in the course of alteration work on Florida rooms and porches."

Complete Shed Storage

Venice lumber is all shed-stored under 15,000 square feet of shed

protection. "This absence of open storage assures the contractor a better product," said Bellamy. And the spacious storage sheds enable him to see what he is getting.

"We know we can't sell all the lumber for the jobs in our area, but we know there always is, and always will be, a market for good lumber. For example, in the case of West Coast fir, a contractor could perhaps get by with No. 3 or No. 4. But if he wants greater structural strength, he can be upgraded to a better fir like No. 1, or a switch to Southern yellow pine."

Unusual Lumber Available

This firm will handle any unusual lumber or other items. It deals in good yellow pine framing and tidewater cypress, much desired for its color and texture. It also racks up satisfactory volume in West Coast material, including spruce and white pine 2-x-4 stud-ding.

Emphasis on quality is again evident in the company's choice of related items. Stocked in depth are Pittsburgh paints, tools in the Greenlee, Miller Falls, and Black & Decker makes.

"We figure that their national



An entire wall of this long showroom is devoted to an attractive display of wood panels, each plainly labeled for quick identification. This is another service rendered by Venice Lumber to help contractor-customers sell clients on quality features inherent in wood. Recently renovated, the store forms an attractive background for quality goods on sale.



Wide aisles encourage self-service, and grouping of related hardware items subtly suggests other things customers may need, nationally-advertised items, in particular.

advertising has pre-sold these goods to the customer before he walks into the store," said Bellamy.

Recently renovated, this store forms an attractive background for quality goods on sale, because there are few equals in this area. Its entire objective is service to the customer.

Lush, commodious, and containing 4,200 square feet of floor space, the store's numerous displays, seen through the all-visual show windows out front, have greatly increased walk-in trade, according to Bellamy.

Customer Accessibility

Each island display gondola is kept at a five-foot level. That way, they provide maximum see-ability for merchandise, and no matter where the customer may be at any display, he may be seen from any point in the showroom. Thus, since the customer is in view at all times, a salesman can quickly be summoned to assist with his selection of merchandise. Business offices are equipped with one-way glass windows through which those inside can keep an eye on shoppers in the store.

Door Samples Are Necessary

There are numerous samples of doors and displays of other lumber items calculated to help the contractor sell his customer, as he takes him on a guided tour of the showroom and offices.

"For instance," Bellamy explained, "the average customer can't tell the difference between a hollow core and a solid core door. He can, however, when he pushes



A contractor talks over plans with a client in the large, well-equipped conference room provided for builders.

on any of the folding or front entrance doors we have spotted around the showroom or in our offices."

Contractors take clients through various offices to show them items finished in walnut; another, in red cherry or Samara; in Korina mahogany, or a door of Nakora Japanese ash; doors of ribbon-striped mahogany or Korina blond-colored wood, and floors of cork. They all help the builder sell.

Bellamy also installed a 16' x 22' conference room, as a home-planning service to builders.

Service to Builders

"By and large, builders have no offices," he said. "This means they meet the customer in their homes. When out-of-towners seek a builder's services here, these people either stay at a motel or with

(Continued on page 98)



Venice Lumber makes wide use of pegboard for an orderly display of materials and for easy customer-selection.



All displays are designed on a uniform five-foot level so that merchandise can be seen more easily, and salesmen can be summoned more readily when needed.

BOUND LUMBER REDUCES COSTS

Binding all lumber, as it comes from the car, into standardized size packages has cut handling cost and loss from pilferage and breakage for Scrivener's, Inc., San Antonio, Texas.

When a carload of lumber comes onto the siding, President Ernest Scrivener sends a two-man crew out with a binding machine, and as the unloaders remove the lumber from the car, the crew stacks it into "standardized" packages, with an exact number of pieces to each bundle, depending on size and type of lumber handled.

The two men bind it with metal ties, and as they complete the job (ordinarily there are at least two ties to a bundle — one near each end), a lift truck removes the package from the binding platform and loads it onto a truck.

From there, until ultimate delivery of lumber to customer, handling is materially simplified. It is quicker and easier both to unload in the yard and to stack. Stacking not only is quicker but the job is considerably more orderly, giving a yard greater eye-appeal.

Most of the material is then bought by the package by large-order customers, and it is loaded in a bundle by a lift truck, thus reducing handling time for loading at yard and unloading at customer's building site.

Occasionally, it is necessary to break a package in order to serve a small-order customer, but even then, the material handles more satisfactorily out of a bundle.

An important factor, also, is the savings effected through reducing loss from pilferage and breakage,

(Continued on page 98)



Everyone's sold on bound lumber at Scrivener's, Inc., San Antonio, Texas, because it handles easier, cuts down on extraneous handling costs, and practically eliminates loss from pilferage and breakage. Above, a bale of lumber is quickly loaded with lift equipment by a Scrivener's yard man.

Below, Owner Ernest Scrivener demonstrates how lumber baling expedites handling and makes for neater storage throughout his yard.





The Duplechin Bros. Lumber Co., Eunice, La., built two of eight motel units in this tourist court. Last summer, this lumber dealer landed the contract to modernize the motel buildings at a final



cost to the owner of \$26,000. Above, is one of the modernized units. Duplechin built the porches, installed new entrance doors, and applied the Mojave real stone wainscoting.

Dealer's Light Construction Work

Results in Full Building Package

Contrary to the building pattern in some cities where material dealers do no construction or installation, all full-line dealers in Eunice, La., engage in light construction.

In this south-central Louisiana town of some 12,300 population, one of the most active building supply dealers in the construction field is the Duplechin Bros. Lumber Co.

During the 12 months through October 1958, the company built 14 new houses and 15 other light structures, according to manager J. B. Duplechin. They ranged in price from \$7,500 to \$32,000.

In addition, this Louisiana lumber dealer handled numerous repair and modernization jobs for a total billing return of \$100,000.

These jobs ran from such things as a \$350 asphalt roof on a farm cottage to a \$26,000 project of modernizing a motel.

As pictured on these pages, the motel updating job included installation of new open porches with framed asphalt roofs, ornamental iron columns, and concrete floors. It also included the sale of new flush entrance doors with "fool-proof" hardware; new ceramic tile floors, walls, and shower fixtures in the bathrooms; and fresh paint throughout.

"Residents of Eunice and adjoining territory turn to their lumber or building supply dealers for all their materials and construction needs," Duplechin explained. "Our community is too small for

independent builders or contractors to succeed and stay in business long enough to back up their work and service their projects. Home-owners and seekers know from experience and examples throughout this area that they can count on us — or some other dealer — to give them a quality job that will be backed up in the event defects develop.

"We furnish turnkey packaged building service. With the new sub-division plot we have acquired, we can offer the prospective home-owner a choice of lots. Then we help him select the house plan suited to his needs, and estimate its material cost or total cost including construction.

(Continued on page 96)

J. B. Duplechin, below, manager of the Duplechin Bros. Lumber Co., works at his drawing board, adapting plans for new homes he builds for customers. Sam Young, his salesman, looks on. Duplechin built

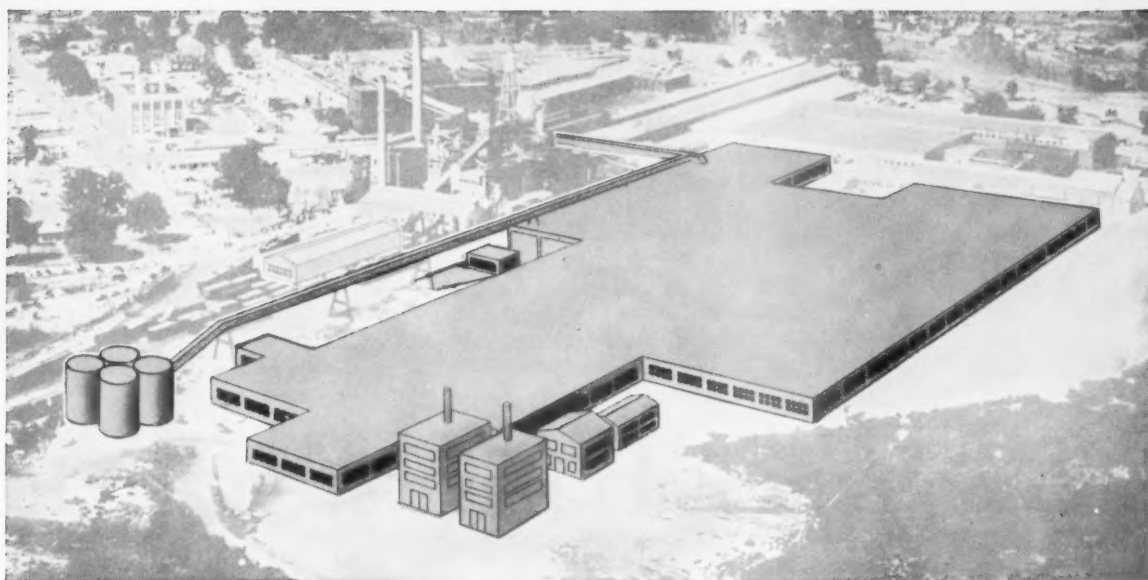
these two houses in 1958. The house below was created for a Eunice merchant for \$19,200. The house at bottom, containing 1,100 square feet of enclosed space, was built for \$8,200.



coming...

1/4 billion feet more of profit-making

Masonite products



The shaded area shows Masonite's new plant addition at Laurel, Miss. Included are new production lines, a new raw-material handling system, a new 26-car loading dock, new research laboratories, power plant and office buildings.

Good news! Sales-building news! Masonite's new Unit VII will soon bring you plentiful supplies of Shadowvent[®], Misty Walnut, Panelgroove[®] and all the other Masonite[®] hardboard panels you need.

All the latest improvements in automation, flexible production control, and faster, straight-line production have been incorporated in this giant-sized addition to our production capacity. Too, our expanded research facilities will bring right to your yard a continuous flow of new products that will keep you a leader in supplying the building market. Masonite Corporation, Dept. SBS-5, Box 777, Chicago 90, Illinois.

MASONITE

CORPORATION



® Masonite Corporation—manufacturer of quality panel products.



Andersen Beauty-Line® Units (left) used with Andersen 30" Flexivents® (right).

*PATENT PENDING

How much easier it is

You start off on your calls with a wonderful feeling of confidence. You're handling Andersen WINDOWALLS—the finest windows in the U.S.A. And just about everybody you call on—builders, architects, homeowners, too—not only knows them, but respects them.

When it comes to straight selling features, you've got the edge, too. No windows are made with such precision craftsmanship. No windows install easier. None can match Andersen WINDOWALLS record for trouble-free service. None are so beautiful. And all Andersen WINDOWALLS are Penta-treated for *permanent* protection against termites and decay!

Advantages like these have made Andersen WINDOWALLS the best selling windows in the nation for years. These same advantages can make them your best seller, too. Why not get all the facts by phoning one of the Andersen Distributors listed at the right. Or, if you prefer, by writing Andersen Corporation, Bayport, Minnesota.

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LOUISIANA

*Davidson Sash & Door Co., Alexandria, Lafayette and
Lake Charles
New Orleans Sash & Door Co., New Orleans
United Sash & Door Co., Baton Rouge*

MISSOURI

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Huttig Sash & Door Co., St. Louis
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NORTH CAROLINA

Huttig Sash & Door Co., Charlotte

TENNESSEE

*Huttig Sash & Door Co., Knoxville and Nashville
Memphis Sash & Door Co., Memphis*

TEXAS

Huttig Sash & Door Co., Dallas

VIRGINIA

*Huttig Sash & Door Co., Roanoke
Morgan Millwork Co., Arlington*

MOVING UP in the industry

Mastic Tile Corp. of America . . . New manufacturing executives for this producer of rubber, vinyl, asphalt, and vinyl-asbestos tile are **RALPH SACCOMAN**, vice-president, special assistant to the president in charge of operations; and



Colley

Saccoman

ARTHUR W. COLLEY, vice-president-manufacturing. Saccoman has been

vice-president since 1947. Colley has been manager of manufacturing at Congoleum Nairn, and was assistant plant manager, general production superintendent, and handled contract sales with the Armstrong Cork Co.

Douglas Fir Plywood Assn. . . .

NELSON S. PERKINS, DFPA technical director for more than 20 years, has assumed new duties in which he will work in specialized areas of association activity. Perkins will work to strengthen liaison between member mills and DFPA, to develop and improve DFPA's relations with code officials and other allied industries on the technical level, and to do technical writing and editing.

U. S. Gypsum Co. . . . JAMES S. MUSGOVE has been appointed area marketing manager for U. S. Gypsum. A graduate of the University of Pittsburgh, Musgove joined the Chicago firm in 1950 as assistant to the Midwest division manager. In 1952, he became a line salesman at Paducah, Ky., and in 1956 returned to Chicago as market analyst. Most recently he has been manager of field research.

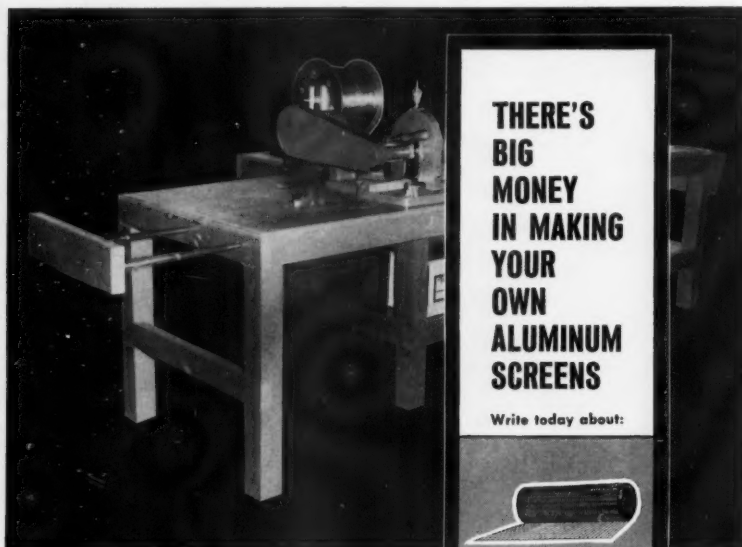
Dexter Industries, Inc. . . . JOHN B. ST. JOHN has been appointed general sales manager of the Dexter Lock Division of this Grand Rapids, Mich., hardware manufacturer. Before joining Dexter, St. John was sales manager and salesman for Kwikset Sales and Service Co.



St. John

Fedick

Caldwell Manufacturing Co. . . . JOHN J. FEDICK has been named marketing manager, aluminum window industry, for this Rochester, N. Y., sash balance manufacturing firm. Since coming to Caldwell in 1954, Fedick has been advertising manager, sales engineer, and order department manager. The company also announces appointment of **FRANK B. ROGERS** to industrial products engineer. His main duties will involve experimentation and design of sash balances for use outside the field of windows.



\$350. Makes you a screen fabricator

Custom-make your own sizes, reduce your finished inventory, solve your service and shipping problems by fabricating your own screens as you need them. All you require is built-into this Spartan table set-up. There's a precision engineered power saw; sturdy wood table 4' x 8' will last a lifetime; complete with 72" calibrated rule; metal jigs, guide bars and plenty of storage space. Any doubts? We even supply a man to train your shop people . . . at no extra cost. Get started today . . . write for full information now!

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MONEY
IN MAKING
YOUR
OWN
ALUMINUM
SCREENS**

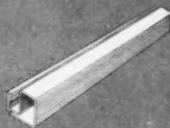
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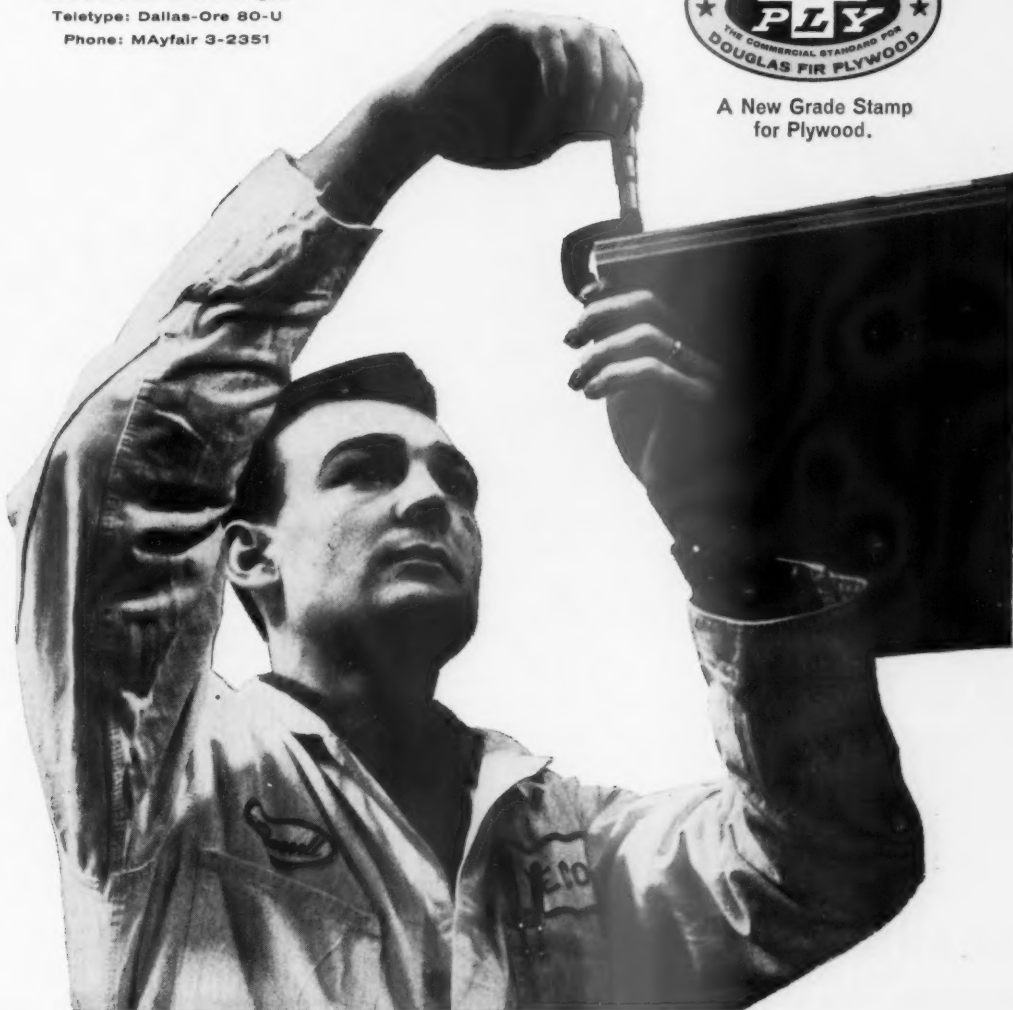
meet DARRELL BROWN... *one of your Teco-Testers at Willamette National Lumber Company. This Teco-Tester is the same as having your own quality control man at our manufacturing plant. He is employed by Timber Engineering Company (TECO), a top rated independent research and testing agency in Washington, D. C. His production line inspection and testing enables TECO to certify that the plywood you buy meets or exceeds commercial standards. And, look for the "Struc" mark on Teco-Tested plywood. This stamp certifies that it complies with FHA's structural standards of dependable quality for all load bearing plywood applications. Remember your "Teco-Tester," a trained technician . . . your personal guarantee of quality plywood. Contact your plywood supplier or write us.*

**WILLAMETTE VALLEY LUMBER CO.
WILLAMETTE NATIONAL LUMBER CO.**

Sales Office: Dallas, Oregon
Teletype: Dallas-Ore 80-U
Phone: MAnyfair 3-2351



A New Grade Stamp
for Plywood.



Masonite Corp. . . . STEPHEN M. TART has been promoted from dealer salesman in the Dallas, Texas, territory to assistant manager of the southwestern division, with headquarters in Dallas. He joined Masonite in 1956.

Simpson Redwood Co. . . . New redwood sales manager for this Arcata, Calif., firm is LEROY C. MCCORMICK. McCormick began his redwood sales career in 1947 with Holmes Eureka Lumber Co. He joined Simpson in 1953 as assistant sales manager. Simpson also



Bertain

McCormick

announced that a new fir lumber production and sales organization has been formed, with HALEY J.

BERTAIN as fir lumber manager. Bertain joined Simpson in 1956.

West Coast Lumbermen's Assn. . . . ELIOT H. JENKINS, Springfield, Ore., has been elected WCLA president. Other new officers include Nils Hult, Junction City, Ore.; C. Henry Bacon Jr., Seattle, Wash.; and Robert Murphy, McCloud, all vice-presidents for their states; William Swindells, Portland, secretary; William Garnett, Tacoma, treasurer; and H. V. Simpson, executive vice-president.

Chambers Built-Ins, Inc. . . . PAUL K. RIEDMAN has been appointed regional manager for this Chicago manufacturer of matched and packaged built-in kitchen appliances. From Memphis, Tenn., Reidman will service Alabama, Tennessee, Georgia, and the Carolinas. Before joining Chambers, Reidman served for ten years as regional manager of American Kitchen Division; regional manager of National Metal Corp., and regional manager of Texboro Wood Cabinet Co.



IMMEDIATE SHIPMENT *when your order is received!*

You can always depend upon America's oldest and largest manufacturer of residential window operative hardware and weatherstripping for prompt, efficient service. Stocks in our Grand Rapids plant and our Atlanta warehouse are maintained at such high levels that we can assure you shipment when your order is received.

Our continuous research and development has resulted in many new and basic advancements. In our all-out effort to give you the best for less, savings effected through our mass production program are immediately passed on to our customers.

We are represented throughout the nation by a staff of experienced sales engineers who stand ready to help you solve any special problem that may arise. We consider it a privilege and a pleasure to be of service to you . . . call on us any time!

Write FOR ILLUSTRATED CATALOG

GRAND RAPIDS HARDWARE CO.

QUALITY LEADERS IN SASH HARDWARE FOR OVER 60 YEARS

560 — 11th STREET, N. W.

GRAND RAPIDS 2, MICH.



Reidman

Welsh

Welsh Plywood Corp. . . . Newly appointed sales manager for this Memphis, Tenn., manufacturer of prefinished hardwood wall paneling and hardwood molding is ANDREW D. WELSH. Since joining the company in 1956 as a field representative, Welsh has held various positions, including plant manager and general manager of the hardwood molding operation. Welsh Plywood Corp. is a newly-acquired, wholly-owned subsidiary of E. L. Bruce Co.

Federal Housing Administration . . . New FHA general counsel is GRAHAM W. MCGOWAN, who has been special assistant to the general counsel and to the secretary in the Department of Commerce the past two years. Before that he was assistant U. S. Attorney for the Northern District of Indiana. He received undergraduate and law degrees from Notre Dame University.

NOW! GEORGIA-PACIFIC IS FIRST TO PACKAGE



REDWOOD

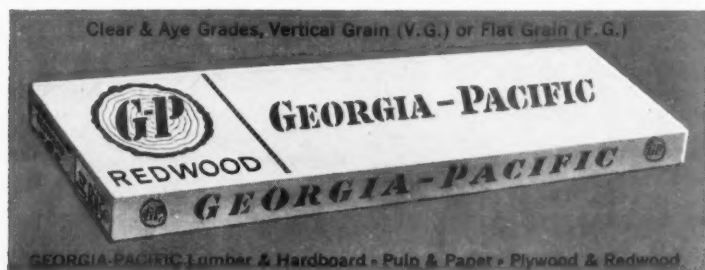
PANELING, PATTERN, AND FINISH LUMBER

G-P was first to give Redwood Bevel Siding package protection! Now it does the same for other Redwood Uppers.

Heavy-duty plasticized packaging keeps this superb lumber mill-fresh—clean, unmarked, dry! Packaging is flexible enough for long lumber,

holds even when loads are dumped! Cuts damage loss, speeds inventory and customer service.

Easy-to-handle packages open for one-piece removal. Wide range of sizes and lengths helps move this new line fast! Call your local G-P distributor, or write us today!



Clear & Aye Grades, Vertical Grain (V.G.) or Flat Grain (F.G.)

Georgia-Pacific, Dept. 585-559, Equitable Bldg., Portland, Oregon. Send information on Packaged Redwood Lumber.

Name

Firm

Address

City Zone State



SCREEN MANUFACTURERS ELECT — These representatives of the Screen Manufacturers Assn. are obviously pleased at the outcome of the election of officers, which transpired at a recent meeting in Phoenix, Ariz. Top SMS officials pictured are (l to r) Eugene R. Katz, president, Warren Supply, Miami, Fla.; John Adams, vice-president, Vulcan Metal Products, Inc., Birmingham, Ala.; and Frank L. Mason, retiring president, Southeastern Tool & Die Co., Inc., Birmingham, Ala.



Our New Plant Is Ready To Serve You Better

This new facility for the production and manufacture of wall-board contains the most modern equipment in the industry. It will tremendously increase our capacity and thus enable us to serve you better and faster, to save you money and increase your profits.

Our new process seals in brilliant color with an extra hard finish that assures lasting protection and permanent satisfaction. A complete assortment of the most wanted patterns in easy-to-sell decorator colors will be available from stock for immediate shipment.

Write today for complete details on the South's most modern prefinished wallboard paneling plant — highest quality — lowest prices — less freight (only plant in the Southeast).

The Deka Corporation

Manufacturers of Prefinished Wall Panels

TRinity 5-0341

P. O. Box 8026, Station F

Atlanta 6, Georgia

Kitchen Cabinet School Set for Chicago in June

An accelerated six-day program of practical training in kitchen planning, perspective drawing, kitchen selling, and related courses will be offered dealers at the third annual Training School for Kitchen Specialists, to be held in Chicago, June 7-13, under sponsorship of the National Institute of Wood Kitchen Cabinets.

Conducting classes will be kitchen experts from leading magazines, industry specialists, distributor and dealer organizations, and a university authority on selling principles.

Enrollment this year will be limited to personnel of active and associate institute members, their distributors, and dealers.

The 40-hour course will include 20 hours of instruction on layout, design, floor plan, elevation and perspective kitchen drawing, plus an equal allotment to kitchen selling, planning, installation, color and decoration, advertising and sales promotion.

Three roundtable sessions devoted to exchange of experiences and discussion of problems are scheduled. These will consist of a separate meeting for each of three groups — factory representatives, distributor salesmen, and dealer salesmen.

Douglass, Nickey Elected By Hardwood Producers

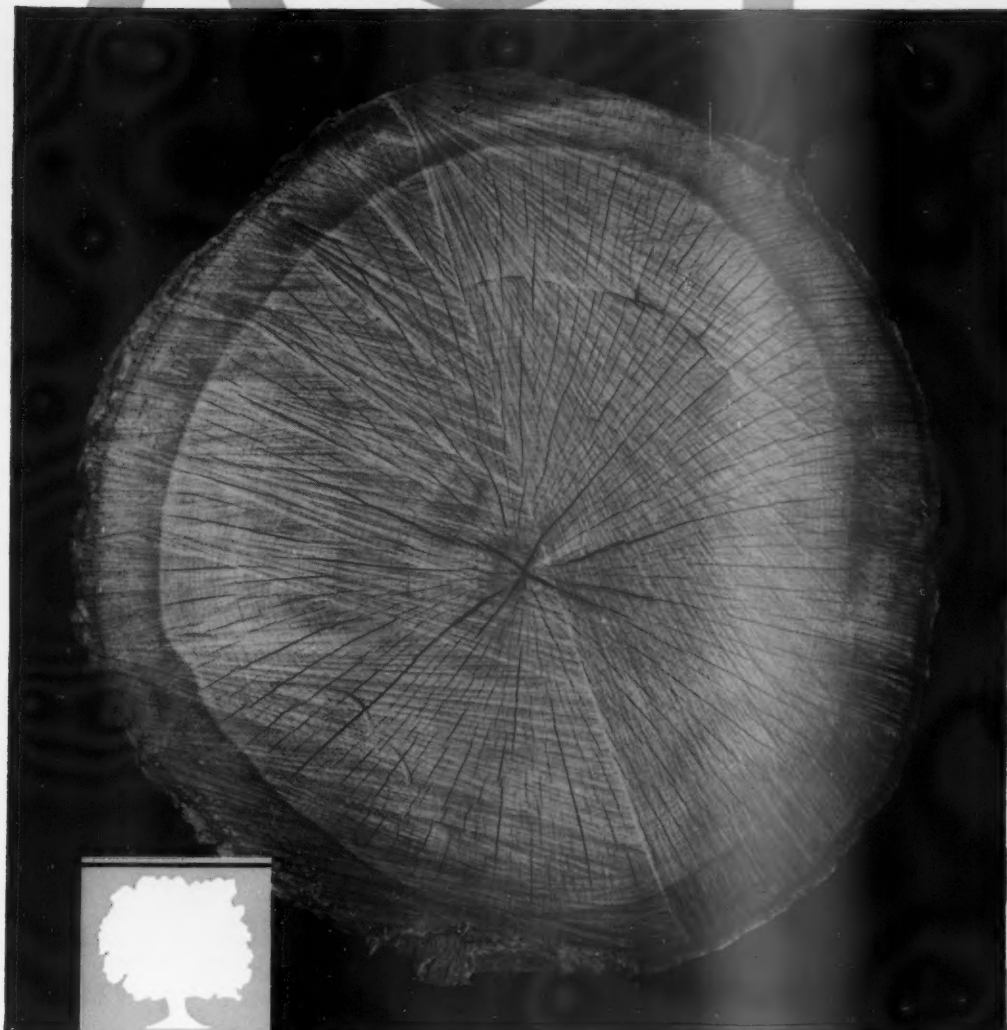
New officers recently elected by the Southern Hardwood Producers, Inc., were E. L. Douglass of Augusta, Ga., chairman of the board; and S. M. Nickey Jr. of Memphis, Tenn., president.

S. B. Adams of Mobile, Ala., was named vice-president, and L. J. Heatherly of Memphis, secretary-manager.

E. R. Thomas of St. Louis, Mo., is outgoing board chairman.

A O F

FOR OAK



Atlanta Oak Flooring Company, the South's largest supplier of fine hardwoods, manufactures solid oak paneling and oak flooring. It is stocked at ten key distribution centers to promptly supply your building needs.

$\frac{3}{4}$ " solid Red or White Oak Paneling, V-Joint, random widths, is available in Classical and Colonial grades for beautiful finished walls.

Plank Oak Flooring, $\frac{25}{32}$ " thick, comes in random widths. It is available in Georgian and Informal grades.

Contact your nearest AOF distribution center for prices and complete information . . . there's no obligation for this service!

ATLANTA OAK FLOORING CO.

General Offices and Plant, Atlanta, Georgia

CHARLOTTE, N. C. • RALEIGH, N. C. • CHATTANOOGA, TENN. • GREENVILLE, S. C.
SAVANNAH, GA. • JACKSONVILLE, FLA. • ORLANDO, FLA. • TAMPA, FLA. • MIAMI, FLA.

FHA Minimum Standards Become Mandatory July 1

FHA Minimum Property Standards will become mandatory throughout the country on July 1, but may be used before that time, according to Federal Housing Administration Commissioner Julian H. Zimmerman.

All applications for FHA mortgage insurance received on or after July 1 must comply with the new MPS's in their entirety, including any approved local acceptable

standards in specific areas.

Commissioner Zimmerman announced five conditions under which FHA insurance applications will be inspected and processed during the period from April 1 through June 30:

1. Either the old MPR or the new MPS shall be applied in its entirety. The use of part of the MPR with portions of the MPS is not acceptable.

2. The new MPS may be applied either on an individual case basis or on a group or development basis. At his option, a builder may

elect to apply the MPS on part of a development while continuing to use the MPR on the remainder. To avoid processing delays, however, the builder should be encouraged to provide a definite break at a point where all properties can comply with the new MPS.

3. The application exhibits shall include the builder's written statement that he intends to use the new MPS; otherwise the old MPR will be considered applicable.

4. If the new MPS is to apply, the commitment (Form 2007) will contain an appropriate specific condition to that effect.

5. Local Acceptable Standards that are pending, but not approved by Washington FHA headquarters, shall not be used with the new MPS prior to their specific authorization.

TW&J White Fir

TW&J, the West's largest producers of White Fir lumber offer **HIGH ALTITUDE, OLD GROWTH, TOP QUALITY** stock suitable for framing and sheathing in home and construction use.



THOROUGHLY KILN-DRIED TW&J WHITE FIR is available for year around delivery in both 1 5/8" and 1 1/2" thickness. TW&J also manufacture and offer **PREMIUM QUALITY WHITE FIR LINEAL MOULDINGS and FLUSH DOOR CUT STOCK.**

WHITE FIR IS ONE OF THE SIX WESTERN WOODS SUPPLIED BY TW&J

For quality West Coast
lumber products
look to—**TW&J**

TARTER, WEBSTER & JOHNSON, INC.

P.O. BOX 3498
San Francisco 19, California
PRospect 6-4200 Teletype SF 211



FHA Reports 70% Jump In Insured Mortgages

The Federal Housing Administration insured mortgages and loans totaling more than \$6.3-billion in 1958, an increase of 70 per cent over the \$3.7-billion reported for 1957, FHA Commissioner Julian H. Zimmerman has announced.

The 1958 total included nearly \$4.6-billion in home mortgage insurance, involving some 381,000 homes, Zimmerman said. Of the latter, 133,000 were for proposed construction and 248,000 for existing homes.

The commissioner said FHA also insured mortgages on 790 multi-family housing projects, which included nearly 65,000 units.

Flintkote Sales Rise 15%; '59 Outlook Is Optimistic

Sales of the Flintkote Co. during the first two months of 1959 ran approximately 15 per cent ahead of a year ago, and the company "operated on a profitable basis" in comparison with a loss reflected in the first two months of 1958, according to I. J. Harvey Jr., chairman of the board and chief executive officer.

For the first three weeks in March, tonnage reports of this leading producer of building products for home and industry "indicate a strong basis for continued good business during 1959," Harvey stated.

IMPROVED

Insulaire SPUN WOOL

NEW

BUILDS CUSTOMER CONFIDENCE

BRINGS REPEAT SALES

BOOSTS YOUR PROFIT

*New
Mineral Fiber
Process*



INSULAIRE more than meets the most rigid Federal specifications or any other that calls for a FIRST quality permanent mineral wool. Each bag or tube is FULLY guaranteed. SATISFACTION is a must when you handle INSULAIRE.

Standard sizes readily available

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*For complete information
write or telephone today to*

24 HOUR TRUCKING DELIVERY IN MOST CASES

INDUSTRIAL PRODUCTS CO., INC.

MT. PLEASANT, TENNESSEE

PHONES — DR 9-3227 - 3228



SPUN WOOL



WHITEST BY ANY STANDARD

There are dozens of places around the town or farm home where Trinity White portland cement is much more effective. Recommend it for these uses and you will find your sales volume going up and up. Trinity White is much better in appearance than standard grey for walks, pools, drive-ways, etc. Your customer will find the added cost is unimportant in comparison with the appearance of the improvements he has built.

A product of GENERAL PORTLAND CEMENT CO.
CHICAGO • DALLAS • CHATTANOOGA • TAMPA • LOS ANGELES

As white  as snow

Trinity White

PORTLAND CEMENT



*Whitest in the bag
Whitest in the mix
Whitest in the completed job*

look who's behind the BIG BARCLAY/BARCLITE PUSH!

Starting June

for the first time ever!

BARCLAY and BARCLITE team up with

DAVE GARROWAY

on NBC-TV

get in on the big build-up!

DISTRIBUTORS

ALABAMA
Cole Manufacturing Co. Birmingham
Copeland Glass Co. Gadsden
Henderson Black & Greene Co., Inc. Troy
Huntsville Building Material Co. Huntsville
Plastic Products Co. Birmingham
Underwood Builders Supply Co. Mobile
Wimberly & Thomas Hardware Co. Birmingham

ARKANSAS
Dyke Associates Little Rock, Ft. Smith, Texarkana

CONNECTICUT
Allied Building Material Co., Inc. Bridgeport
Fairfield Reserve Supply, Inc. Norwalk
New Haven Reserve Supply Co. New Haven
Superior Building Supply Corp. Unionville
Wharton Distributing Co., Inc. South Windsor

DELAWARE
Brandywine Dealers Reserve Wilmington

FLORIDA
I. W. Phillips Co. Tampa

GEORGIA
Addison Rudsal, Inc. Atlanta
Albany Hardware Co. Albany
Dixie Plywood Co. of Savannah, Inc. Savannah
Pratt-Dudley Builders Supply Co. Augusta

ILLINOIS
Edward Hines Lumber Co. Skokie
Ever Seal Window Co., Inc. Melrose Park
Mid-West Jobbers Chicago

KENTUCKY
Central Kentucky Supply Co. Lexington

LOUISIANA
Davidson Sash & Door Co. Alexandria
Lafayette
Lake Charles
New Orleans Sash & Door Co., Inc. New Orleans
Tulane Hardwood Lmbr. Co. Baton Rouge, N. Orleans
United Sash & Door Co. Baton Rouge

MAINE
L. C. Andrew South Windham
Pineland Lumber Co. Lewiston
R. B. Dunning Co. Bangor
Soule Glass & Paint Co. Bangor, Lewiston, Portland

MARYLAND
The Kimball Tyler Sales Co. Baltimore

MASSACHUSETTS
The Elthide Co. Boston (Cambridge)

The L. N. Sherry Co. Worcester
V. P. Winter Distributing Co. West Springfield
Warren F. Hoye, Inc. Springfield
W. E. Blaby Co. Haverhill

MINNESOTA
Midway Lumber Co. St. Paul
W. A. Gerrard Co. Minneapolis

MISSISSIPPI
Jackson Sash & Door Co. Jackson

MISSOURI
Dyke Associates Inc. Kansas City
Missouri Builders Spec. Co. Inc. St. Louis

NEBRASKA
Consolidated Supply Co. Omaha

NEW HAMPSHIRE
Knowlton & Stone Keene
Major L. Rodd & Son Concord

NEW JERSEY
Theodore Andreas, Inc. Newark
Bayonne Steel Products Newark
Voight Carpet Co. Newark
Seifer Hardware Newark



No one shot promotion this — but a big, steady humdinger of a TV push for both products... directing customers right to your door. You get national advertising, local advertising, TV TOO! And all these sure-fire aids tying in your store as buying headquarters for the biggest selling TV show going... *today!* Millions of people will see Barclay and Barclite demonstrated by Dave Garroway. Contact your distributor for these free COUNTER CARDS, COLOR STREAMERS and STICKERS. Display them prominently. They identify you as

HOME DECORATING HEADQUARTERS

for BARCLAY & BARCLITE PANELS as featured on NBC-TV *today* with Dave Garroway



COLOR STREAMERS



STICKERS



COUNTER CARDS

Contact your local NBC-TV station for your own personal GARROWAY tie-in TV commercial.

BARCLAY/BARCLITE

BARCLAY MANUFACTURING CO., INC.
DEPT. SB5, BARCLAY BUILDING, NEW YORK 51, NEW YORK



NEW YORK
American Canadian Lumber Corp. Buffalo
Corona Plate Glass Co. Corona
Conessee Reserve Supply Inc. Rochester
Gibson Door Co. Inc. Utica
Goldberg Wholesale Supply Corp. Tarrytown
H. E. Schiff Distributors Inc. Albany
Inter-State Builders Supply, Inc. Albany
L. I. Wholesalers Nassau-Suffolk, Inc. W. Hempstead
Reserve Supply Corp. of Long Island Mineola, Pineare
Riverhead
Saltpoint Supply Corp. Syracuse
Saltpoint Supply of Northern N.Y. Co., Inc. Malone

NORTH CAROLINA
Army & Navy Wholesale Supply Co. Fayetteville
Becker Builders Supply Inc. Wilmington
Dealers Supply Co. Durham, Charlotte
Ellis Meares Hardware Co. Inc. Whiteville
Fogle Bros. Winston-Salem
Newman Wholesale Supply Co. Asheville
Parker Morris Associates. Winston-Salem
Sash Door & Glass Corp. Raleigh

OHIO
Delcon Wholesale Supply Inc. Akron
H. Howard Frater Co. Cincinnati

American Sash & Door Co. Toledo
Plastic Mfg. & Supply Cleveland

PENNSYLVANIA
B. Schafer Wholesale Co. Inc. Erie
Commercial Service Co. McKeesport
Crest Aluminum Products Corp. Philadelphia
Erie Lumber Co. Erie
McClure & McClure, Inc. Johnstown
Philadelphia Reserve Supply Co. Philadelphia
Quaker Sales Corp. Johnstown
Rea Wholesale Co. Clarion
Scranton Brush Co. Scranton
Union Roofing & Paper Co. York
William T. Leggett Co. Inc. Pittsburgh
Williams Products Co., Inc. Philadelphia

RHODE ISLAND
V. P. Winter Distributing Co. Providence

SOUTH CAROLINA
C. C. Rhodes Lumber Co. Charleston
Jennings Paint & Glass Co. Spartanburg

TENNESSEE
Cole Manufacturing Co. Chattanooga
Cole Manufacturing Co. Knoxville
Cole Manufacturing Co. Memphis
Tennessee Metal Moulding, Inc. Nashville

TEXAS
Davidson Sash & Door Co. Austin
Davidson Sash & Door Co. San Antonio
Houston Sash & Door Co. Houston
Texas Sash & Door Co. Ft. Worth, Dallas
Dyke Associates Inc. Texarkana

VERMONT
Wetmore, Inc. Burlington

VIRGINIA
Globe Iron Construction Co., Inc. Norfolk
Sash Door & Glass Corp. Richmond

WEST VIRGINIA
Service Glass Co. Huntington
W. A. Wilson & Sons, Inc. Wheeling

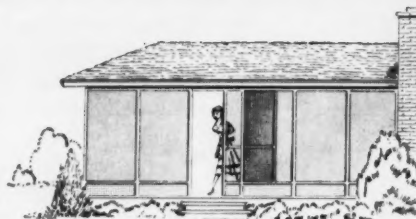
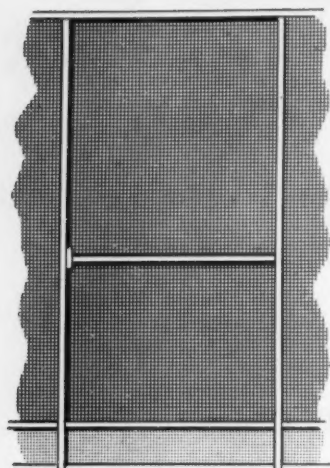
WISCONSIN
Lumber Dealers Supply Co., Inc. Green Bay

HAWAII
Lewers & Cooke, Ltd. Honolulu

CANADA
Lefebvre & Sabourin Ltd. Montreal, Quebec
Pilton Ltd. Hull, Quebec

SOUTH & CENTRAL AMERICA
Bestwall-Certain-teed Sales Corp. New York

LOOK TO **Vulco** THE LEADER FOR THE INDUSTRY'S MOST COMPLETE LINE ALUMINUM SCREENS, DOORS AND PORCH ENCLOSURES

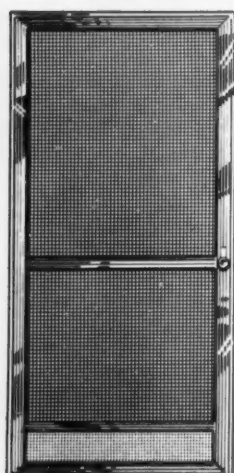


SCREENED PORCH ENCLOSURES

Offer your customers a new living area with VULCO Aluminum Porch Enclosures. Two VULCO frame sections interlock to make fabrication and installation simple.

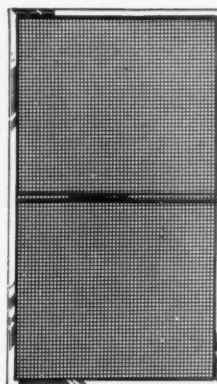
SLIDING SCREEN DOORS

This all-new VULCO Aluminum Door is easy to fabricate and will make a tremendous hit with home owners. Perfect companion to VULCO Porch Enclosures.



VULCO WINDOW SCREENS

VULCO Aluminum Window Screens are easily fabricated with a minimum of inventory necessary. New VULCO box frames No. 702 and 703 lower overall cost.



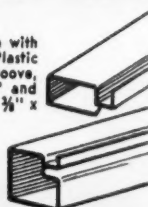
No. 702

Box Frame with small .160 Plastic Splines Groove, $\frac{7}{16}$ " x $\frac{3}{4}$ " and No. 703 — $\frac{1}{2}$ " x $\frac{3}{4}$ ".

HINGED SCREEN DOORS

VULCO'S all-new extruded Aluminum Screen Door offers you lower material and labor costs plus a sturdier door for your customers.

No. PE-4
1" Rolled Frame for doors and enclosures.



A Leader in the Industry since 1945.
Member: Screen Manufacturers Association, National Combination Storm Window and Door Institute.



Vulcan

METAL PRODUCTS, Inc.

2801 6th Avenue, South, Birmingham, Ala.

NEVER your COMPETITOR

SALES OFFICES: Atlanta, Ga.; Birmingham, Ala.; Chicago, Ill.; Liberty, Mo.; Los Angeles, Calif.; Mountainside, N. J.; New Smyrna Beach, Fla.; New York City; Tyler, Tex.

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Please send me complete information
about VULCAN Quality Products and
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CHECK ITEMS OF PARTICULAR INTEREST TO YOU

☐ SCREENS ☐ DOORS ☐ WINDOWS ☐ ENCLOSURES

NAME _____

ADDRESS _____

CITY _____ STATE _____

MAIL COUPON TODAY



"SUPERMARKET USA" — Marsh Wall Products, Inc., has furnished more than 14,000 square-feet of Korelock paneling for this proposed Supermarket USA — the main U. S. Exhibit in Barcelona, Spain, during the 27th International Trade Fair in June.

At top, inspecting one of the Marlite wood-grain panels, are John J. Marsh (left), secretary and sales manager; and Victor R. Marsh, executive vice-president and general manager.

\$500-Million Sales Mark Seen for Kitchen Cabinets

Kitchen cabinets in 1959 are expected to account for sales exceeding \$500-million at retail. Another billion dollars will go into kitchen components for new homes and old.

Such was the optimistic prediction of Maurice E. Collins of Chicago, at the annual meeting of the Hardwood Plywood Institute, held recently in Washington, D. C.

"Nearly 85 per cent of these cabinets," Collins said, "will be of wood construction. Last year, according to a trade source, factory-built wood kitchen cabinets had 55.3 per cent of the market; job-built wood cabinets 27.3 per cent; and non-wood cabinets 16.4 per cent."

Quoting a survey just completed by the National Institute of Wood Kitchen Cabinets, Collins reported that 83 per cent of the manufacturers produce cabinets in a natural finish. This indicates, he said, that the buying public is well sold on the beauty of natural wood grains and figures.


Announcing...


TRUSCON'S NEW ECONOMY LINE...


featuring


TRUSCON QUALITY

Truscon builder-inspired designers have engineered excess cost right out of metal windows and doors. We're now on the market with additions to our complete product line that are *designed specifically* for the economic needs of home building and light construction — not simply *adapted* to them.

This new philosophy—and  it is new in this industry—reflects itself in mass-production economies. Cash savings that we can put into traditional Truscon quality, one area in which we will not compromise. As a result, competitively priced Truscon products are worth dollars more on the job and in the structure.

Coincidentally, we have been busy streamlining distribution and distribution costs.  This pruning is paying off in improved service at low cost. You have the advantages

 of an expanded dealer organization, backed by our nation-wide net of service-minded warehouses, for fast delivery of what you want, when you want it.

Truscon is geared up  now to sell like "60" in '59...complete selection...high quality...nation-wide warehouse stocks. It all adds up. Try Truscon today.

Note: Be sure to see these new Truscon Products; Series 500 Aluminum Awning Window, Series 160 Aluminum Single-Hung Window, Aluminum Slider, Metal Door Frame.

REPUBLIC STEEL

TRUSCON DIVISION

Youngstown 1, Ohio

NAMES YOU CAN BUILD ON



REPUBLIC STEEL CORPORATION
TRUSCON DIVISION • DEPT. C-7582-C
1030 ALBERT STREET • YOUNGSTOWN 1, OHIO

I'm interested in Truscon quality products. Send facts.

Name _____ Title _____

Firm _____

Address _____

City _____ Zone _____ State _____

BUILDING PRODUCTS DEALERS:

Truscon is telling this story to your customers in leading builder publications now. Ask your Truscon representative about new economy products.

ALUMINUM WINDOWS



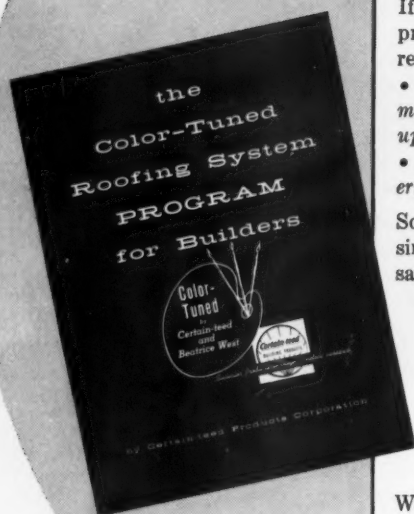
STEEL WINDOWS



DOORS, FRAMES, METAL LATH AND ACCESSORIES



the RIGHT colors make **SALES!**



Free for your builder customers... a complete sales kit and details on Certain-teed's "Color-Tuned" Roofing Systems program. Everything you need to build sales now!

If you want to show a nice *extra* profit this year take 30 seconds to read this—

- a major oil company adopted new modern colors for its stations—sales up 50%
- a telephone company color modernized some booths—calls up 600%

So that you too can realize a similar increase in your roofing sales, we retained the services of

Miss Beatrice West, nationally known color consultant.

Certain-teed's line of just ten roofing colors were selected by Miss West after thorough research as the fastest selling, more popular roofing colors in America.

With Certain-teed Roofing you can be *certain* of having the *right* colors for *EXTRA* sales—PLUS—a complete array of valuable sales aids to help you sell.

Ask your Certain-teed representative about the new "Color Tuned" Roofing Systems Program — You'll be glad you did.

Certain-teed®



Superior Products through Creative Research

Certain-teed Products Corporation

Ardmore, Pennsylvania

Plants and offices throughout the United States.

CONVENTION CALENDAR

MAY 11-13: **National Building Material Distributors Assn.**, Cosmopolitan Hotel, Denver, Colo.

MAY 13-14: **Southern Woodwork Assn.**, Henry Grady Hotel, Atlanta, Ga.

JUNE 4-5: **Southern Sash & Door Jobbers Assn.**, Peabody Hotel, Memphis, Tenn.

JUNE 14-17: **National Plywood Distributors Assn.**, Traymore Hotel, Atlantic City.

NOVEMBER 14-17: **National Retail Lumber Dealers Assn.**, Cleveland, Ohio. Exhibits.

NOVEMBER 16 - 18: **National Building Material Distributors Assn.**, Edgewater Beach Hotel, Chicago, Ill.

NLMA Announces One-Stop Wood Information Center

A "one-stop" information center has been organized by the National Lumber Manufacturers Assn. to aid those seeking specific information on wood and lumber products.

NLMA's Wood Information Center, headquartered in Washington, D. C., functions as a centralized referral source to gather product information and materials from key regional groups and brand name manufacturers to meet editorial requests.

The Wood Information Center draws upon other non-affiliated associations and manufacturers whose products and services ally them with the lumber manufacturing industry, to supplement its regular information and material gathering sources.

There are no charges for services provided by WIC. Inquiries should go to the "Wood Information Center," National Lumber Manufacturers Assn., 1319 18th Street, NW., Washington 6, D. C.

Hints on Hardwood Floors

The top or finish hardwood floor should not be laid until plastering and cement work are thoroughly dried and woodwork and trim installed. The heat should be turned on for at least ten days before hardwood flooring is laid.

pleases the ear...
sells on sight...



new **Nu-Wood** *Constellation* Acoustical Tile

Here's a new, *different-looking* acoustical tile—so beautiful that customers buy it on sight! It's Nu-Wood *Constellation*—the new, starlight patterned tile with noise-quieting features. Highly decorative, *Constellation* has *four* different sizes of punched perforations. Acoustical efficiency is high—each perforation widens out inside the tile to form a sound-absorbing chamber. And Nu-Wood *Constellation* has a light-reflective, flame-resistant washable and paintable surface.



Reader's Digest Advertising...

local promotion kit to help you sell!

Nu-Wood *Constellation* and other Nu-Wood tiles are being introduced to the world's largest magazine audience in *Reader's Digest*—another Nu-Wood exclusive. In addition, Wood Conversion Company helps you sell with a complete point-of-sale kit: displays, tie-in literature, newspaper ad mats and radio spots. See your Nu-Wood representative now! Wood Conversion Company, Dept. 131-59, First National Bank Bldg., St. Paul 1, Minn.

Nu-Wood[®] acoustical ceiling tile

Constellation • Micro-Perl • Random • Regular

a LOW-PRICE transit-mix line from Johnson:

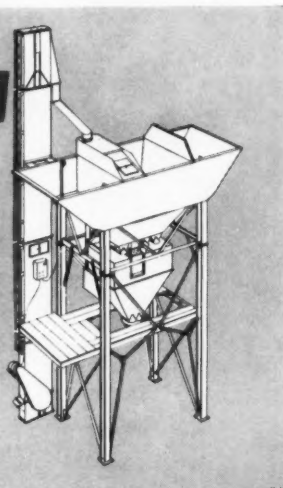


ECONOPLANT

At a minimum investment you now get high-quality transit-mix plants that meet strict specifications on weighing out cement and aggregates. Low-priced Johnson® Econoplant® with manually-operated 3-cu. yd. Concentric batcher weighs cement on an independent scale — separate from aggregates. All-welded bin has 3 aggregate compartments (tot. 45 cu. yds.) plus 70-bbl. aerated cement compartment. The 180-bbl. an-hour cement bucket elevator has 3 h.p. gearmotor with roller-chain drive, and boot hopper for bulk or bag cement. All units designed for quick assembly and convenient moves to new market areas.

ROUSTABOUT

Portable, and rugged as its name implies, Johnson Roustabout handles 3 aggregates (tot. 38 cu. yds.) plus 60 bbls. cement — has 3-yd. Concentric batcher. Largest plant unit only 9 ft. wide — max. erection lift is only 4½ tons. Sets up, ready to work in less than a day's time!



JUMBO

Largest in this new series of Johnson low-cost packaged transit-mix plants, the Jumbo has bin storage for 3 aggregates (105 cu. yds. tot. agg. cap.) and 110 bbls. cement. Available with 3-yd. or 6-yd. manual Concentric batcher. Complies with most rigid concrete specs.

STRICTLY WHOLESALE

ORANGEBURG, S. C.: Curtis Companies, Inc., Clinton, Iowa, have appointed **Palmetto Sash & Door Co., Inc.**, here, as official distributor of their millwork products in South Carolina and southern North Carolina. Curtis has previously served this area through an Atlanta, Ga., warehouse, no longer in operation.

FAIR LAWN, N. J.: Lee Millwork Corp. has appointed **Binswanger & Co.** as a distributor of its Lee Bow windows. Lee-Craft products are carried by Binswanger branches in Richmond and Roanoke, Va.; Greensboro and Fayetteville, N. C.; Greenville, S. C.; and Macon, Ga.

KANSAS CITY, MO.: Butler Manufacturing Co. has announced that its Stylux translucent plastic panels will be distributed by **Reynolds Aluminum Supply Co.** through RASCO warehouses in Atlanta, Birmingham, Louisville, Nashville, Richmond, Miami, Jacksonville, Memphis, Raleigh, and Savannah.

HOUSTON, TEXAS: Mayes Brothers Tool Manufacturing Co., Johnson City, Tenn., producer of metal and wood levels, has appointed **H. A. Varner and Associates** of Houston to represent Mayes lines in Texas, Oklahoma, Arkansas, and western Louisiana. This is the first step in sales reorganization since Mayes moved its plant from Port Austin, Mich., to Johnson City.

NORFOLK, VA.: Distributors for Gutt'r Cutt'r miter shear of Hughes Manufacturing Co. are **Conklin Tin Plate and Metal Co.**, and **Atlantic Sheet Metal Corp.**, both of Atlanta, Ga.; and **Julien P. Benjamin Co.**, Jacksonville, Fla.

NASHVILLE, TENN.: New distributor for Crawford Door Co. here is **Air Conditioning Sales and Service, Inc.** Sales, service, and installation of sectional, overhead residential garage and commercial-industrial doors will be handled by Crawford Door Sales of Nashville, division of Air Conditioning Sales & Service, Inc.

NORFOLK, VA.: **Roof Engineering Corp.** has been appointed exclusive tidewater area agent for aluminum architectural specialty products of Brisk Metal Products, division of Brisk Waterproofing Co., New York. Brisk line includes extruded aluminum sun louvers, solar canopies, vent housings, and air-conditioning louvers.

EAST POINT, GA.: The **Joel O. Turner Co.** here has been appointed sales representative for Cordley & Hayes, manufacturers of electric water dispensers, in Georgia and South Carolina.



C. S. JOHNSON CO. CHAMPAIGN, ILLINOIS
STOCKTON, CALIFORNIA
A DIVISION OF KOEHRING COMPANY

You always get full-length coil spring in SPIREX

The full-length coil spring in SPIREX means a full-length of balance life for the window you sell your customer. And you always get a full-length spring in SPIREX.

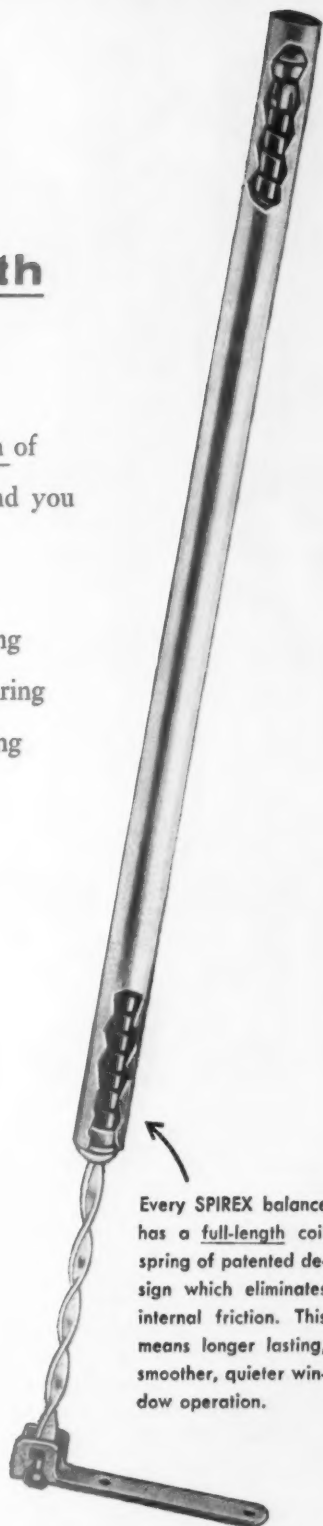
SPIREX is the only full-length balance with no interspring contact. It will never be wound to the point where its spring action becomes too tired to be of proper assistance in raising the window. It will never rattle, will always retain its smooth, positive counterbalancing action.

For additional information on the SPIREX, call your Caldwell representative or contact the factory. Caldwell Manufacturing Company, P.O. Box 444, Rochester 2, N. Y.



SPIRAL AND CLOCK SPRING BALANCES

ROCHESTER, N. Y. • JACKSON, MISS.



Every SPIREX balance has a full-length coil spring of patented design which eliminates internal friction. This means longer lasting, smoother, quieter window operation.

Now, truer than ever...

NO LOCK INSTALLS FASTER THAN A DEXTER



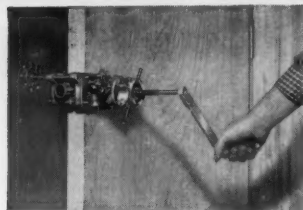
No. 2023 Hand tool kit
No. 2025 Power tool kit
No. 2014 Combination kit

And it will be equally true that no lock sells faster than a Dexter when builders see how much time Dexter's new Dexbore installation kit saves them. The kit's specially designed tools — including the new work-saving, time-saving hand crank that's as easy to use in boring cross holes as a power drill — save precious minutes on every type of Dexter Lock installed. Whether you loan or sell installation kits to your customers — you'll certainly sell more locks by showing them the time-saving advantages of the Dexbore kit and demonstrating why it's truer than ever that *no lock installs faster than a Dexter.*

DEXTER LOCK DIVISION

Dexter Industries, Inc. • Grand Rapids, Michigan

In Canada: Dexter Lock Canada Ltd., Galt, Ontario • In Mexico: Dexter Locks, Plata Elegante, S.A. De D.V. Monterrey. Dexter Locks are also manufactured in Sydney, Australia; Milan, Italy and Porto, Portugal.



Bit guide clamps on door in seconds, locates cross holes for 2 1/8" or 5" backset, guarantees perfect hole alignment. Chip cutter eliminates splitting on breakthrough. Threads on bit engage bit guide for positive lead of bit through door.



Bit guide remains in same position for drilling edge hole and guiding bit in making perfectly aligned hole. Kit has hand or power bits.



Faceplate marker fits in edge hole and with tap of hammer quickly outlines mortise for faceplate and strike. This accurate mortise mark eliminates chance of errors.



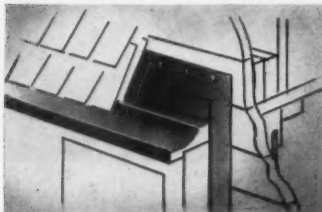
With holes bored and mortise made, latch fits easily into place. And this standard Dexter boring accommodates every type of Dexter lock.



Outside trim slips on easily, pre-assembled tie screws are quickly tightened, rose and knob snap into place — and the lock is completely installed.

PRODUCT PARADE

COPPER VAPOR BARRIER



Copper vapor barrier has been introduced by Quaker State Metals Co., Dept. SBS, Lancaster, Pa.

Constructed of copper foil, securely bonded to kraft paper on one or two sides, it reportedly forms a completely flexible shield. It may be used in slab construction, between gravel base and concrete, on underground footers, or around doors and windows.

Vapor barrier is available in 120' rolls in 12", 18", 24", or 36" widths, in 1/2, 1, and 2 ounces.

Write E1 on reply card, page 83.

BARBECUE BUILT-INS

The 1959 Majestic Char-Grill line — composed of five built-in barbecue models, as well as high-capacity vent-hoods, electric spits, and other accessories — has been announced by the Majestic Co., Dept. SBS, Huntington, Ind.

All Char-Grill models — in gas or charcoal fuel, whether for metal, wood or masonry base installation — are built on rugged angle iron-type steel frame. Insulation on all exposed sides is heavy asbestos mill-board with reflective aluminum coating.

Convenient front door affords



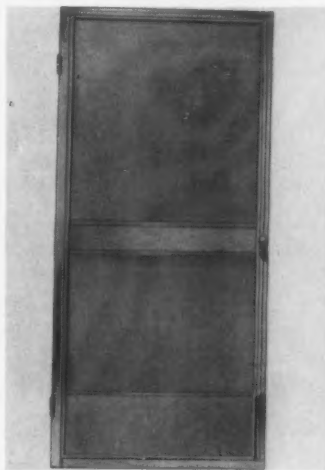
quick access to either removable fire pan or gas control, depending on particular model. A two-piece, lift-out chrome grille, chrome and stainless steel trim, front louvered vents, and black wrinkle baked enamel finish are included in all models in line. Dimensions of all grilles are: width 29 3/4", height 11 3/4", depth 19".

A complete set of easy-to-follow installation instructions is shipped with each Char-Grill model.

Write E2 on reply card, page 83.

ALUMINUM SCREEN DOOR

A lightweight, cold-roll formed aluminum screen door — with maximum screened area and operating facility — is offered by Columbia Mills, Inc., Dept. SBS, 120 W. Onandaga Street, Syracuse 1, N. Y.



Unique corner posts of Columbia door are press-formed from extra heavy-gauge aluminum and are cold-welded to the sections, reportedly preventing corners from springing or pulling apart.

Columbia door makes use of expander bars on one side and on bottom. These give door an adjustable feature for odd-sized doorways or ones out of true. Oil-lite hinges are riveted to side expander bar and door may be installed for right- or left-hand operation.

Center push plate provides necessary area for attaching door closer.

Columbia doors are shipped complete with all necessary hardware, including guaranteed door closer, knob latch set, 10 1/2" kick plate, center push plate, hinges, and screws.

Write E3 on reply card, page 83.

SAFER TUB ENCLOSURES



Fiberglass-reinforced plastic tub enclosures and shower stalls — designed for added safety with shatter-proof material — have been introduced by Filon Plastics Corp., Dept. SBS, 2051 E. Maple Avenue, El Segundo, Calif.

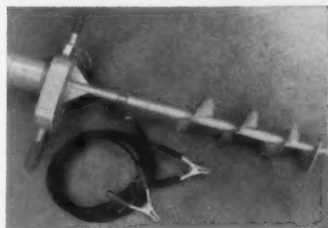
This enclosure is made of shatter-proof, frost-colored, corrugated fiberglass panels. Durable, translucent material is available in variety of colors and configurations, including flat panels.

Write E4 on reply card, page 83.

POWER-DRIVEN AUGER

Portable auger, power-driven for ice and soil, is introduced by Ideal Brass Works, Inc., Dept. SBS, 250 E. 5th Street, St. Paul 1, Minn.

Lightweight Ideal auger is 31" long, with carbon steel interchangeable cutting heads. It connects to car or tractor battery. Rugged 2-hp power motor drives auger at 300 rpm with 12-volt battery.

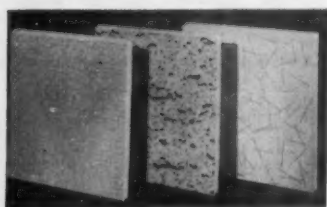


Auger is reportedly precision-built with gears and positive chain drive. It has instant start and stop switch on handle, and oilite bearings on all moving parts.

Unit weighs 39 pounds, complete with bit, auger, and motor.

Write E5 on reply card, page 83.

FIBERBOARD TILE LINE



Line of decorative fiberboard ceiling tiles has been introduced by the Barrett Division, Allied Chemical Corp., Dept. SBS, 40 Rector Street, New York 6, N. Y.

Decorative tiles are available in three designs: (l to r) Tattersall, for traditional decor; Fissure, to produce effect of travertine stone facing; and Sparkler, for contemporary interiors.

"Barretone" tiles utilize tongue-and-groove features for rapid installation. They come pre-painted with special durable finish that is reportedly flame-resistant and washable.

Write E6 on reply card, page 83.

ALUMINUM SAWHORSE LEGS

Trojan folding aluminum sawhorse legs are introduced by Trojan Products Corp., Dept. SBS, 1131 E. 25th Street, Indianapolis 5, Ind.

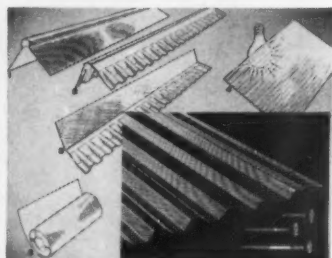
Any length 2x4 or 2x6 board may be used in the slotted leg tops. Handle-nuts securely attach legs to ledger board.

When not in use, horse may be stored by loosening handles, removing board, and folding up legs. Aluminum leg extensions are available to raise horse to 30" or more. Strong and rigid, the legs are tested to 2,000 pounds.

Write E7 on reply card, page 83.

ROOFING-SIDING LINE

A line of aluminum roofing and siding accessories — embossed in a diamond pattern to match Diamond-Rib building sheet — is offered by Kaiser Aluminum & Chemical Sales, Inc., Dept. SBS, 919 N. Michigan Avenue, Chicago 11, Ill.



In addition to diamond embossed, the Diamond-Rib family of building products also includes ribbed sheets, 6' to 16' in length, and aluminum

nails with embossed heads to match. Other Diamond-Rib products include ridge roll, formed ridge cap, endwall flashing, green-tinted translucent panels, and coil flashing in 50 lineal-foot rolls up to 48" wide.

Write E8 on reply card, page 83.

PLASTIC "WOOD" VENEER

Realistic "wood" cabinet doors in Youngstown Kitchens' 1959 Wood-charm line are actually steel with new, high-quality plastic veneer with old-time, hand-rubbed appearance. Called "Kevinite," veneer is made by Swedlow Plastics, Dept. SBS, Youngstown, Ohio.



Hand-rubbed appearance is achieved through use of a new matte-finish polyvinyl alcohol film made by Reynolds Metals Co.'s plastics division. Veneer can be used for furniture, cabinet work, table tops, and paneling. It is recommended for kitchen use because it can be easily washed and cleaned.

Write E9 on reply card, page 83.

INDUSTRIAL INSULATION

K-Board, a rigid board-type industrial insulation which reportedly offers low thermal conductivity (k) and low density, has been introduced by Keasbey & Mattison Co., Dept. SBS, Ambler, Pa.

Asbestos fibers are combined with incombustible and chemically inert ingredients and pressure-formed into quality sheet. Sheets are furnished 42" x 48", with thicknesses of 1/8", 1/4", 3/8", and 1/2".

K-Board is said to be especially suitable for ceilings, walls, and floors in buildings which house equipment generating high temperatures. K-Board reportedly will retain dimensional stability and will not deteriorate in areas where condensation is likely to occur. It will withstand a soaking heat of 1200° F maximum.

The insulating material is easily installed, since it can be drilled, nailed and sawed with ordinary carpenters' tools.

Write E10 on reply card, page 83.

MAGNETIC DOOR CATCH



A moderately priced, popular-size magnetic catch with an adequate holding power of 10 to 15 pounds is offered by the H. B. Ives Co., Dept. SBS, New Haven 8, Conn.

The permanent, "ceramic" type magnet, No. 325, is self-aligning and set in an aluminum case with front and back open. This reportedly permits versatility of application, particularly on lip doors where case is set back to receive the door panel. The screw holes are forward to engage in the center of the frame.

Write E11 on reply card, page 83.

D-I-Y JACK POST KIT

A do-it-yourself jack post kit — which reportedly enables handyman to make any one of three different diameter pipe jack posts, or almost any size wood jack post — is introduced by Baden Steelbar & Bolt Co., Dept. SBS, Route 3, Sewickley, Pa.



Bilt-N-Repair Steelbar brand No. 80 jackpost kit has all necessary parts to make any length steel jack post with 1", 1 1/2", or 2" pipe. It makes any length wood jack post with almost any size wooden timber. Customer furnishes his own pipe or wood post. Builder can make any length post from one to twenty feet with kit, which is said to save up to 50 per cent on jack post installations.

Complete instructions are included in each kit for making jack posts for use in basements, attics, and porches to stop sagging floors, ceilings, or roofs.

Write E12 on reply card, page 83.

SELL THE CUSTOM LOOK WITH GEORGIA-PACIFIC FAMILY-PROOF PANELING!



HONEYTONE OAK · GREYMIST ASH · BLONDE OAK · ADIRONDACK BIRCH · BLONDE CATIVO · AMERICAN CHERRY · PHILIPPINE MAHOGANY · FLAME GUM · AMERICAN BLACK WALNUT

This wide line of handsome hardwoods offers your customer a distinctive, practical way to individualize her home. And you make a solid 50% profit on your cost with Georgia-Pacific Family-Proof Paneling!

National advertising helps pre-sell Georgia-Pacific "customizing" in Living for Young Homemakers, Better Homes & Gardens, House Beautiful Building Manual, House & Gardens Book of Building. And every ad presells for you.

Family-proof finish helps close the sale! Hair tonic, household chemicals, grease, ink, paint, mercurochrome, cleaning fluid, turpentine, boiling water can't harm the durable finish. The luxury look of this paneling lasts longer, costs less over the years than any other wall covering!

New selling tools for you! Color booklet offers fresh ideas for every room. "Sample sheet" gives your customer big swatches to try against her wall. Call your local G-P source for your new selling tools, or write today.

Georgia-Pacific, Dept. SBS559
Equitable Bldg., Portland, Ore.

Please send me complete information and selling tools for GEORGIA-PACIFIC Family-Proof Paneling.

Name _____

Firm _____

Street _____

City _____ State _____



GEORGIA-PACIFIC

Plywood & Redwood · Lumber & Hardboard
Pulp & Paper

ALUMINUM CLOSET BAR



Aluminum closet bar which includes hidden nylon slides and aluminum hooks, reportedly eliminating snarling or binding of hangers, has been introduced by Magnalum Products, Inc., Dept. SBS, 2460 N.W. 78th Street, Miami 47, Fla.

Closet bar hooks automatically keep clothes spaced evenly and neatly along bar. One hook may hold as many as three or four hangers.

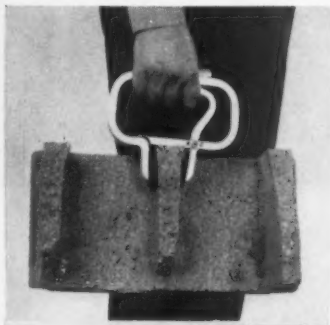
Operation of Magnalum's closet bar is reportedly completely quiet, due to friction-free movement of nylon slides. Bar is made of heavy-gauge extruded aluminum that will not rust, chip, or split.

Unit can be installed by aluminum flanges fastened to facing closet walls, or with aluminum brackets which fit over main bar unit and fastens to shelf above. Magnalum closet bars come complete with bar, hooks, screws, and flanges or brackets.

Write E13 on reply card, page 83.

CEMENT BLOCK CARRIER

A carrying device designed to ease the job of handling cement blocks at the construction site has been developed by the Donley Brothers Co., Dept. SBS, 13968 Miles Avenue, Cleveland 5, Ohio.



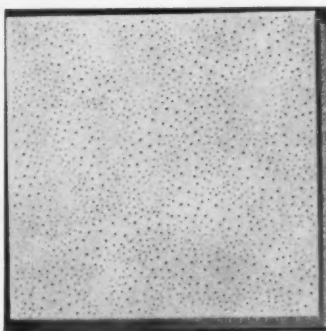
Made from 16-gauge galvanized steel, the lightweight cement block carrier consists of metal ring grip to which stationary clamp and movable lever-type vise grip are attached. Both sides of clamp are faced with heavy rubber surfaces to assure secure grip on block.

Carrier is simply inserted across webbing of block, gripped firmly to engage clamp, and block is ready to be carried. Releasing grip releases block. Movable section of clamp is also adjustable to three different openings.

Write E14 on reply card, page 83.

ACOUSTICAL CEILING TILE

Acoustical ceiling tile called Nu-Wood Constellation has been introduced by Wood Conversion Co., Dept. SBS, First National Bank Building, St. Paul 1, Minn.



Constellation incorporates the same system of sound absorption that was pioneered in Nu-Wood Micro-Perf tile — hundreds of tiny, varied-size holes punched in tile surface so that sounds are "trapped" inside.

Constellation is available in 12" x 12" size, with cleanable white finish that provides high light-reflection without glare. It has a flame-resistant surface and is easily installed with staples, clip, or adhesive.

Write E15 on reply card, page 83.

COLOR PLASTER WALLS

Tamms Colorway plaster colors — said to eliminate cost of initial decorating time and labor on plaster walls and ceilings and stucco and cement surfaces — have been developed by Tamms Industries Co., Dept. SBS, 228 N. LaSalle Street, Chicago 1, Ill.

For use in both new and remodeling construction, Tamms Colorway plaster colors are mixed easily with original plaster batch, thus producing permanently decorated plaster wall interiors, at the same time and at the same cost as ordinary plastering operation. The colored plaster walls reportedly are non-fading, free from acid, are not affected by sun, rain, lead, lime, or alkalies.

Tamms Colorway plaster colors are available in 18 decorator-approved popular shades. To assure exact color match in every batch, pre-measured packages are easily and quickly mixed with 200 lbs. of plaster.

Write E16 on reply card, page 83.

NAILCLAW-CROWBAR



A nailclaw-crowbar, model NC-11, has been introduced by Great Neck Saw Manufacturers, Dept. SBS, Mineola, N. Y.

Made in one piece of forged, hardened and tempered steel, the compact 11" tool is equipped with rubber grip for easy handling. The heavy-duty tool can be used as wedge, crowbar, or nailpuller, and is ideal for opening cases, crates and lifting shingles off roofs.

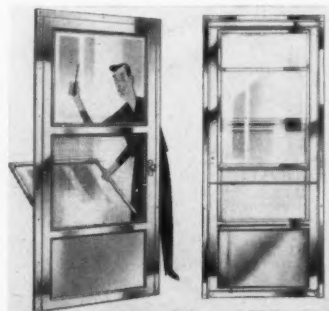
Nailclaw-crowbar weighs 14 oz. It is finished in black.

Write E17 on reply card, page 83.

PRE-HUNG ALUMINUM DOORS

Aluminum combination doors — which reportedly can be installed perfectly in 30 minutes or less — are offered by the Weather-Proof Co., Dept. SBS, Litchfield, Ill.

Installation of Wepco pre-hung aluminum combination doors consists of attaching Z-bar member to casing with screws; then attaching hardware through factory-drilled holes.



Wepco's new pre-hung self-storing tilt action door features a storm panel that glides up or down for seasonal change-over, and tilts in for cleaning. Door is weather-stripped with silicone-treated wool pile on the Z-bars and header. New hinging method permits instant removal of entire door when two pins are removed from inside.

Wepco's deluxe door has modern, hi-lite design which provides two glass and one screen insert. Second screen for the smaller panel is optional.

Standard Wepco pre-hung door offers pre-hung convenience at budget price. It comes in six standard sizes.

Write E18 on reply card, page 83.

Over 200 styles

for 1/4" and 1/8" perforated panels



HANDY-HOOKS

Every day more homeowners discover the ease, convenience and utility of economical K-V Handy Hooks. Ideal for every kitchen, workshop, closet, garage, basement, bathroom and partition. Single or double hooks, tool holders, shelf brackets, easels, hat brackets and shoe holders. Sturdy? They'll hold up a lawnmower. Good-looking? Brightly plated, shiny smooth, some even rubber-coated. Low cost, too!



Ask your K-V representative or distributor about Bubble Pack display stand and bulk Handy Hook merchandisers



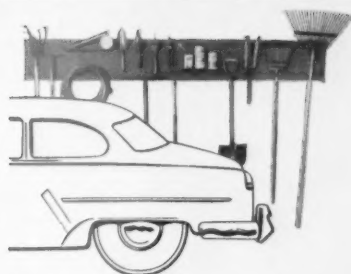
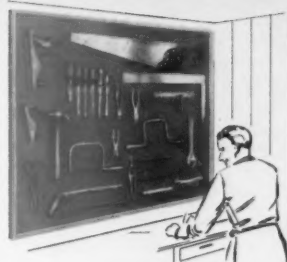
KNAPE & VOGT MFG. CO.
Grand Rapids, Michigan

Manufacturers of drawer slides, adjustable shelf hardware, sliding and folding door hardware, closet and kitchen fixtures.

Ask for a complete catalog.



HOME WORKSHOPS. A place for every tool, always within arm's reach. Handy Hooks are quickly assembled, easily installed, simple to change. Workshop kit (K129) available.



GARAGES. The perfect way to keep garages tidy. Keep sharp implements away from children, organize awkward garden and lawn equipment. Garden tool kit (K131) available.



MODERN HOUSEKEEPING. The low-cost, convenient way to keep house. Kitchen utensils, including covers, kept neat, ready to use; cleaning equipment conveniently assembled, tucked out of sight. Housekeeping kit (K126) available.

DESIGNED WITH THE BUILDING MATERIALS INDUSTRY IN MIND...

FORTEX® MOLDED RUBBER PAILS

...are fast movers
...sure profit makers!

- Built like a truck tire — will not dent or crush
- No seams to split — will not leak, crack or bulge
- Withstands extreme heat or cold without damage or rust
- Graduated for controlled measuring



N100-12 12 QUART CONTRACTORS PAIL

Takes heavy duty use and abuse. Makes an excellent mortar, concrete and plaster pail. Cement can harden overnight in a Fortex Pail without damage. In the morning... tap the pail... cement falls out! 10 Quart Standard Pail also available for grout use.



N939-18 18 QUART HEAVY DUTY PAIL

With galvanized fittings and standard formula. Resists acids, paints, chemicals, etc. Equipped with a molded pouring lip. Ideal for cleaning compounds, general utility, and cleaning masonry walls. 6½ Gal. Tub also available for soaking tile, mixing, etc.

Inquire about our Dupont Neoprene Pails to resist acids, etc.

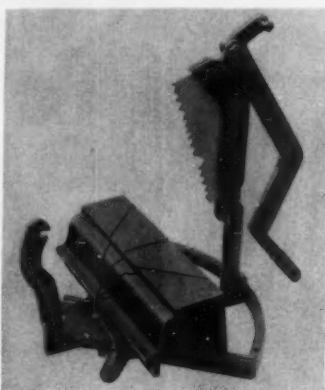


FORTEX PAILS AND TUBS ARE NATIONALLY ADVERTISED

Write for illustrated price list
of our complete line.

CAUCHOTEX INDUSTRIES, INC.
44 WHITEHALL STREET • NEW YORK 4, N. Y.

GUTTER MITER SHEAR



High speed gutter miter shear for cutting 5" K style ogee and 5" box gutter is offered by Hughes Manufacturing Co., Dept. SBS, 742-746 East 25th Street, Norfolk, Va.

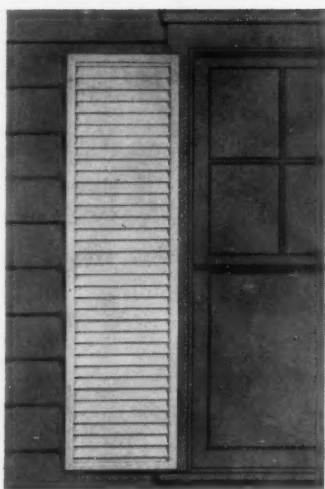
Gutt'r Cutt'r is said to shear opposing 45-degree cuts for either inside or outside corners in five seconds. Only molded side of gutter is cut, leaving back or front leg for reinforcing. All cuts allow for generous overlaps for strength in finished miter.

Shear-formed miters are easier to solder, since Gutt'r Cutt'r reportedly never stretches or crimps edges of metal. A miter joining clamp is offered, also, to hold joint firmly in place during soldering.

Made of tough cast steel, shear can be mounted on board or on side of truck. "Pump" of lever-action handle makes Gutt'r Cutt'r easy to operate.

Write E19 on reply card, page 83.

ALUMINUM LOUVER SHUTTER



Aluminum louver shutter, designed for do-it-yourself market, is introduced by Special Products Division, Modern Materials Corp., Dept. SBS, 7018 South Street, Detroit 17, Mich.

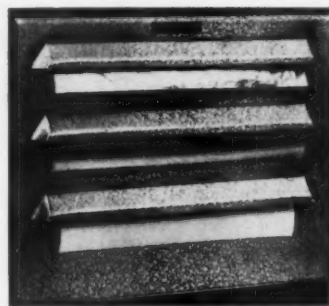
Williamsburg shutter is permanently finished in lifetime baked enamel, and is claimed not to rot, warp, rust, nor blister. Colors are shutter green, red, and white.

Shutters can be installed quickly and easily, eliminating maintenance of conventional wood shutters. They come in one size: 16" wide by 59" long. Length is adjusted easily to window dimensions. Shutters come packaged in parts with installation screws and instructions.

Write E20 on reply card, page 83.

ALUMINUM FOIL DISPENSER

The Swanson Kitchen Kaddy — a dispenser for aluminum foil, waxed paper, and paper toweling — is now being offered in two new units by the Swanson Manufacturing Co., Dept. SBS, 607 S. Washington Street, Owosso, Mich.



Both units are smaller than the original Kitchen Kaddy for greater installation flexibility. One will dispense aluminum foil and waxed paper, while the other dispenses only paper toweling.

Write E21 on reply card, page 83.

SLIDING DOOR CLOSER

An automatic closer for sliding screen, glass, and wood doors is introduced by the Kelly-Klozer Co., Dept. SBS, Box 25, Reseda, Calif.

All models of the Kelly-Klozer are similar in appearance, and are adjustable to allow for variations in weight of doors, size, type of construction, and method of installation.

Installation is simple and quick. Two screws hold the closer to building and two screws attach special bracket to door, allowing hook-up with the closing mechanism. Screen-door-closer installation is made on exterior of building in most applications, and glass door installation in the interior. All parts are of aluminum or rustproof materials.

Necessary hardware and complete installation instructions are included with each Kelly-Klozer unit. Also included are hints on how to gain more rollability for screens or doors.

Write E22 on reply card, page 83.

Now **Arthur Godfrey**, on CBS network's more than 200 radio stations, and **Life Magazine**, with more than 32 million readers, team up to help you sell new **Weldwood Wax**—carnauba paste and self-cleaning liquid—and **Weldwood Presto-Set Glue** in the new bellows-action bottle. Contact your jobber today.

United States Plywood Corporation

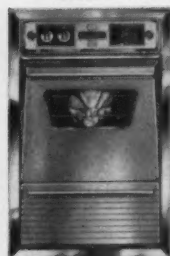
55 West 44th Street, New York 36, New York





IF YOUR ELECTRIC BUILT-IN LINE DOESN'T HAVE A POPULAR PRICED DOUBLE OVEN MODEL THEN

Investigate THE NEW Modern Maid ELECTRIC OVENS



With the large 18 in. upper oven

and the New economy size 16 in. lower oven

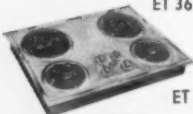
MODERN MAID is also the only line with a complete assortment of Super-Thin Range Tops that allow drawer space underneath and are completely interchangeable with the MODERN MAID GAS BUILT-INS.

36" range top with griddle



ET 36 G

30" four-unit range top



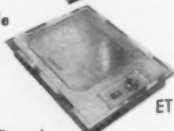
ET 30

16" two-unit range top



ET 16

Matching griddle model, only 16" wide



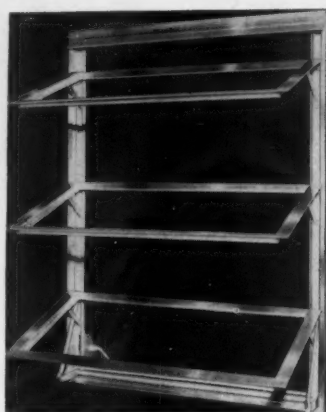
ET G

Call or Write today for specifications and descriptive literature



TENNESSEE STOVE WORKS
CHATTANOOGA 1, TENNESSEE
In Canada
Superior Electric Ltd.
Pembroke, Ontario

ALUMINUM AWNING UNIT



Wareco aluminum awning window — designed to provide competitive unit for dealers and distributors in the residential trade — has been developed by Ware Laboratories, Inc., Dept. SBS, 3700 N. W. 25th Street, Miami, Fla.

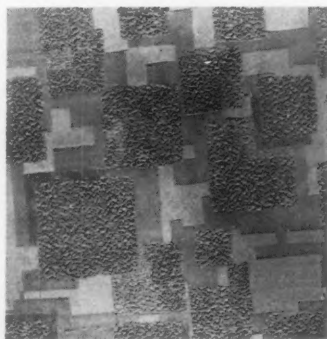
Wareco is facsimile of Wareite awning window. It contains all its quality features and latest improvements, which include few modifications and a slight reduction in weight of sections.

Model 1959 eliminates adjustment screws on inside face of window. To enhance interior beauty of window is Getty operator, which has smaller, more streamlined modern housing than one previously used.

Factory glazing insures highest standards in quality control. Window can be delivered to job site as completely self-contained unit. Cardboard carton protects screen, hardware, and lustrous finish of window.

Write E23 on reply card, page 83.

VINYL COVERING DESIGN



Spatio Koroseal pattern is a new design in fabric-backed vinyl wall coverings line of Plastic Products Division of B. F. Goodrich Industrial Products Co., Dept. SBS, Marietta, Ohio.

Spatio is said to be first vinyl pattern created to take advantage

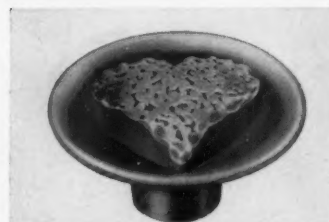
of special design characteristics of polyvinyl chloride. Its texture is combination of extremes — mortar-rough squares balanced by areas as smooth as satin.

Pattern is available in 19 colors: green mist, ivory, white, golden haze, bronze, bisque, coral shell, canary yellow, clay, mushroom, pine frost, black, apple green, birch, Dutch blue, Van Dyke brown, royal red, and pumpkin.

Write E24 on reply card, page 83.

EARLY AMERICAN KNOB

A cabinet door and drawer knob has been added to its Early American line by Ajax Hardware Corp., Dept. SBS, 4355 Valley Boulevard, Los Angeles 32, Calif.



Heart Knob, No. 925, features hammered, Early American-style heart, set within bowl of 2" concave knob.

Knob is available in antique copper, dull black, and polished brass finishes. Copper and brass finishes are protected with new thermosetting, clear baked enamel, electrostatically applied to give added life and luster.

Write E25 on reply card, page 83.

GAS-FIRED LIME

Manufacture of gas-fired finishing lime has been announced by the United States Gypsum Co., Dept. SBS, 300 West Adams Street, Chicago 6, Ill.

Clean flame and constant heat of gas burning reportedly produces lime free of impurities, and of a uniformly high quality.

With impurities gone, gas-fired finishing limes are said to have higher plasticity. It will carry more gauging plaster to improve high early strength without affecting working characteristics of plaster.

Gas-fired shaft finishing lime is said to be pure white, with almost a faint bluish cast. This color, together with dense plaster finish coat possible with new lime, reportedly means an excellent surface for paint, wallpaper, or other decoration.

U. S. Gypsum manufactures gas-fired hydrated finishing limes under trademarks Grand Prize and Red Top, and double-hydrated finishing lime as Ivory Finishing Lime.

Write E26 on reply card, page 83.



WHERE *is the real value
in quality window units?*

Beyond the basic purpose of admitting light and ventilation, operating windows should always open and close effortlessly but still, when closed, shut out dust, wind, moisture and cold. How effectively they perform these functions determines their real worth and depends, almost exclusively, on the weatherstrip.

This is the big reason why nearly all leading producers of quality window units rely on the permanent weathertightness of MetaLane® weatherstrip. It is also the reason why you should be sure the doors and windows you sell are equipped with this best of all weather retardants. They protect the integrity of both your firm and your builder customers—save home owners countless dollars in heating, cooling and maintenance. Moreover, maintenance is nil because MetaLane weatherstrip never corrodes, wears, stains woodwork and masonry, or causes windows to stick and bind.

Order economical, higher quality MetaLane weatherstripped Complete Window and Door Units from your Sash and Door Jobber.

MONARCH METALANE weatherstrip is made from **ANODIZED ALUMINUM** plus



Monarch is the
Originator of
anodized aluminum
weatherstrip

MONARCH METAL WEATHERSTRIP CORP. • 6343 ETZEL AVENUE • ST. LOUIS 4, MISSOURI

SOUTHERN BUILDING SUPPLIES for MAY, 1959

For more details on above items, use Coupon on Page 83

75

INCOMBUSTIBLE PANELING



Weldwood Glasweld, an incombustible weatherproof panel for exterior and interior use, has been introduced by United States Plywood Corp., Dept. SBS, 55 West 44th Street, New York 36, N. Y.

Weldwood Glasweld is an inorganic asbestos reinforced panel with a permanent all mineral enameled surface. It can be cut easily with a carborundum disc, or can be scored and broken. Although highly abrasion-resistant, $\frac{1}{4}$ " panels can be nailed without pre-drilling, or can

be applied with mastic.

Available in $\frac{1}{4}$ ", $\frac{1}{2}$ " and $\frac{5}{16}$ " thickness, Weldwood Glasweld is stocked in 48" x 96" panels in a range of 10 colors. Of special interest are two patterns — a spatter and a linen weave — as well as a perforated style for ceiling use. An additional 20 colors and patterns are available on special order.

Write E27 on reply card, page 83.

SLIDING GLASS DOORS

An open porch was transformed into a comfortable, all-year 'round fun room by installation of weatherproof Capri sliding glass doors, manufactured by T. V. Walker & Son, Inc., Dept. SBS, P. O. Box 547, Burbank, Calif.

An 8' type A model and a 12' type B model in Capri Cadet line were used for remodeling installation. Slim line Cadet design offers wide expanse of glass that permits maximum of sunshine and view — yet weatherproof qualities of Cadet reportedly assure comfortable warmth, even in the most inclement weather.

Fun room created by added Capri sliding glass doors increased home's living area by more than 200 square-feet.

Write E28 on reply card, page 83.

TILE SUSPENSION SYSTEM



A self-supporting system designed especially for its line of access acoustical tile has been announced by the Owens-Corning Fiberglas Corp., Dept. SBS, Toledo 1, Ohio.

Concealed grid system reportedly provides complete accessibility without exposed metal and no increase in installed cost. It eliminates need for conventional system-supporting channels by utilizing heavy gauge T-bar construction with rigid connecting cross bars, assuring parallel splines.

Fiberglas access tile spans 24" without supporting cross splines, and provides easy accessibility to wiring and ductwork. Tile is factory-kerfed and ship-lapped to conceal the supporting members.

The access tile comes in one size of 12" x 24" x $\frac{3}{4}$ " in five white surface treatments: textured, perforated, random perforated, stria and fresco.

Write E29 on reply card, page 83.

BYWORD FOR SERVICE

**Still the South's Oldest 100%
Wholesalers and Jobbers**

**Still Headquarters for the Finest
in Building Materials**



BILL ZUBER
BRUCE BYRD

P. O. BOX 964
ATLANTA 1, GA.
PHONE: DR 7-6404

320 N. JACKSON ST.
ALBANY, GEORGIA
PHONE: HEmlock 6-2496

FLEXIBLE SHOWER ARM

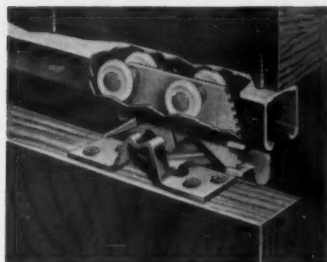


Spartan flexible shower arm — which reportedly directs water exactly where bather wants it — has been introduced by the Spartan Electric Radiator Corp., Dept. SBS, 52-55 74th Street, Maspeth 78, N. Y.

Spartan is over two feet long. Made of heavy chrome, it accepts any shower head.

Write E30 on reply card, page 83.

GLIDING DOOR HANGER



Gliding door hanger which reportedly provides instant door mounting and finger-tip adjustment has been designed by Kennatrack Corp., Dept. SBS, Elkhart, Ind.

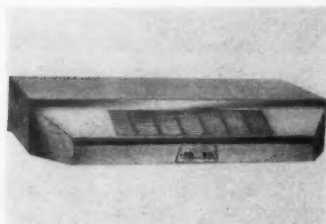
Gliding doors can be mounted instantly and adjusted at any time with only finger-tip pressure on ratchet-type adjuster. Doors are held in place by a simple retainer lock that can be disengaged with the flick of a screw driver tip, yet will never come loose while supporting doors up to 100 pounds. Each door has two hangers with eight floating nylon wheels to insure adjustment to door warpage.

Hanger comes packaged in pre-fabricated pocket door assembly, Series 900FA Kennaframe, custom Kennatrack series 350FA, and a new customer Kennatrack Series 600FA.

Write E31 on reply card, page 83.

DUCTLESS RANGE HOOD

A no-duct range hood which eliminates the need for vents, ducts, and outside louvers is introduced by Major Industries, Inc., Dept. SBS, 1030 West North Avenue, Chicago 14, Ill.



The Nautilus No-Duct hood is a self-contained unit which makes use of an activated charcoal filter that removes by absorption all cooking fumes, odors, grease, and smoke.

Used for both gas and electric ranges, the Nautilus comes in three models for installation on the wall, under cabinets, and over ranges in peninsular arrangements. It can be moved easily and reportedly disassembled in seconds. Grease and charcoal filters are easy to remove for cleaning.

Sizes range from 24" to 48" in length. Finishes include antique and hammered copper, stainless steel, and porcelain enamel in eight colors.

Write E32 on reply card, page 83.



This **DIXISTEEL** Building
COST ONLY \$3.32 A SQUARE FOOT

Complete with air conditioning



\$1.46 a sq. ft. for this 25,200 sq. ft. warehouse, including all accessories



\$4.00 a sq. ft. for this 6,000 sq. ft. warehouse and air-conditioned office.



\$2.00 a sq. ft. for this 10,000 sq. ft. hanger, including expensive hanger doors at each end

This 7,000 sq. ft. warehouse and 450 sq. ft. office of the Benton Bros. Drayage & Storage Co., Brunswick, Georgia, was completed in 40 days at a total cost of only \$3.32 a square foot. This included a reinforced concrete floor 42" above ground level; two 10' x 20' canopies; three overhead doors; all heating, wiring and plumbing, including three toilets and shower; insulated, air-conditioned office with brick side-walls; painting.

The Benton building is typical of the hundreds of DIXISTEEL Buildings erected throughout the South—some for as little as \$1.25 a square foot.

There is a DIXISTEEL Building to suit your needs—from the smallest, to large, clear-span multiple units covering any area desired.

Contact your nearest DIXISTEEL Building dealer or write for descriptive literature and details.

- Eight standard widths—30' 40' 50' 60' 70' 80' 90' 100'
- Lengths can be any multiple of standard 20' unit
- Sidewall heights 10' 12' 14' 20'
- Multiple units of virtually any width, height, length

HOME OF
DIXISTEEL
PRODUCTS

FREE ESTIMATES • NO OBLIGATION

Steel Building Division

Atlantic Steel Company

P. O. Box 1714, Atlanta 1, Ga. • TRinity 5-3441

HERE'S A SALESMAN THAT'S BEEN SELLING For 40 Years



This TIME-TESTED Long-Bell Creosoted Post has been on the job near Yorktown, Ill. for 40 years. This, like millions of other L-B Posts all over the country, is giving constant service and satisfaction. They have built an acceptance for Long-Bell dealers everywhere.

Long-Bell Creosoted Posts are pressure-treated with 100% creosote oil, almost a half gallon in the average-sized line post.

Manufacturers of these other "life-time" products—

CREOSOTED SOUTHERN YELLOW PINE & DOUGLAS FIR:

POSTS • POLES • PILING
LUMBER • CROSS ARMS • TIES
WOLMANIZED® DOUGLAS FIR LUMBER
UNTREATED FABRICATED TRUSSES

629 W. Bldg.
Houston, Texas
209 Philador Bldg.
Dallas, Texas
P. O. Box 192
DeRidder, La.

410 T&P Pass.
Station Bldg.
Ft. Worth, Texas
415 New Moore Bldg.
San Antonio, Texas
Leonhardt Bldg.
Okla. City, Okla.



There is No Substitute
For The L-B Brand

INTERNATIONAL PAPER COMPANY WOOD PRESERVING DIVISION

Kansas City, Mo. Longview, Wash

SILENT SALESMEN

FIBERGLASS PANEL LINE



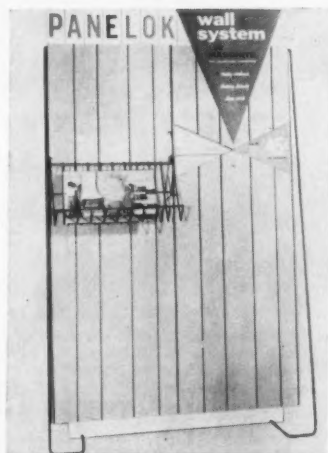
This easel-type counter display includes front-view sales message and handy table printed on back, giving quick summary of Alsynite's complete line of translucent fiberglass panels.

Face of card shows panels installed in attractive patio. A handy pocket holds supply of concise, do-it-yourself booklets.

Mounted on special rings in lower part of easel are samples of Riviera line of corrugated panels in seven new basic colors, plus samples of Steplap, Saratoga, and Sierra.

Contact: Alsynite Co. of America, Dept. SBS, 4654 De Soto Street, San Diego 9, Calif.

WALL SYSTEM DISPLAY



This floor display, featuring Masonite's new Panelok wall system, is given to dealers ordering basic stock of grained hardboard panels, lockstrips, and accessories.

Colorful presentation book for use

on sales floor is shown in rack. Misty Walnut is pattern of panels shown. Panels on opposite side are Antique Walnut, with samples of other available imprinted grains — Misty, Champagne and Rose — superimposed. Open triangle permits dealer to insert cardboard printed with promotional message.

Contact: Masonite Corp., Dept. SBS, 221 N. LaSalle Street, Chicago 1, Ill.

BLISTER-PACKED RULE

Suiting 6' wood folding rules to self-service for the Do-It-Yourself market, Eagle Rule has introduced carded rules. The rules are packed in a clear, protective acetate blister and sealed on a double card. The cards and point-of-sale copy have been designed to create a favorable reaction by the customer to the higher quality rule.



Contact: Eagle Rule Mfg. Corp., Dept. SBS, New York 59, N. Y.

ILLUSTRATED DISPLAY BOX

North & Judd Mfg. Co., New Britain, Conn., is distributing an attractive red and white display box of its non-rusting Wilcox-Crittenden brand snaps. A sketch of a cheerful workman saying, "Rust problems don't exist," establishes the selling theme.

The box has compartments containing several types of Wilcox-Crittenden brand snaps. Designated as display box No. 7, it is planned for long-time sales service. Display of the snaps suggests to the passing customer their many uses, such as use with dog leads, flags, duck decoys, tool boxes, fish nets, guide ropes, and tents or awnings.

Contact: North & Judd Mfg. Co., Dept. SBS, New Britain, Conn.

PADLOCK DISPLAY CARD



Designed to stimulate self-service padlock business, this colorful 3½" x 4" all-purpose padlock display card features Master Lock's No. 22 laminated padlock.

The card can be displayed on pegboards or in bins, hung from any merchandising unit or wall bracket, or placed upright as a compact, eye-catching counter display. Protective features of the padlock and illustrations of suggested uses are listed on the back of the card.

Contact: Master Lock Co., Dept. SBS, Milwaukee 45, Wis.

DOUBLE-DUTY DISPLAY

For introduction of a new retail size (½-pint containers) for their three bonding agents, Larsen Products Corporation has introduced a convertible point-of-purchase display-shipper to accommodate 24 cans and literature. The display-shipper was designed by Hinde & Dauche.

Dealers can order a standard kit of Larsen Triplets — 12 Weld-Crete, 4 Plaster-Weld, and 8 Tile-Weld — or specify their own assortments.

Contact: Larsen Products Corp., Dept. SBS, Bethesda, Md.

PACKAGED TOOLS

Red Devil Tools' line of P-13 series putty knives, wall scrapers, and broad knives now comes packed in clear plastic and mounted on attractive display cards.

Tools will include all stiff and flex putty knives, wall scrapers, spachtling knives, putty chisels, and the 1½" bent putty knife.

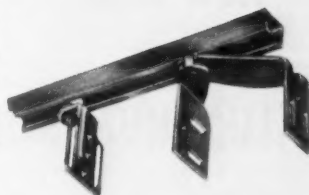
The medium priced P-13 line features "mirror finish" full tang, high carbon steel blades, and polished black and gold tenite handles with convenient holes for hanging.

Contact: Red Devil Tools, Dept. SBS, Union, N. J.



HAR·VEY Hardware is Guaranteed to be Your Best Line

... and you can prove it to yourself by inviting your builder-customer to make a test supported by a "double-your-money-back" guarantee. Simply have him install Har·Vey in a test home, and if it is not the smoothest, quietest sliding door hardware he has ever used in that price range—he gets double his money back... on us! Remember... your customers look to you as the hardware authority and the Har·Vey name is your assurance of selling superior quality.



HAR·VEY "B" LINE...
unexcelled for Slide-A-Fold installations

Write for free detailed folders:

AIA BULLETIN... covers complete line of sliding door hardware, folding door hardware, pocket door frame and accessories.

BULLETIN H-17... covers details on "B" line Slide-A-Fold Hardware plus 9 other Slide-A-Fold arrangements.



©1959 By

AMERICAN SCREEN PRODUCTS COMPANY
GENERAL OFFICES: 61 EAST NORTH AVENUE • NORTHLAKE, ILLINOIS

FLOORING DEMONSTRATION



Floor selector display for model homes is offered by Armstrong Cork Co. in this unusual demonstration kit. Kit is designed to illustrate new styling effects in flooring, new installation methods, and new uses for resilient flooring.

Included in kit are items that show how Tessera vinyl Corlon, custom vinyl cork tile and Opalesq vinyl tile are made; a demonstration of noise-quieting effect of Cushion-Eze un-

derlayment; a mock-up floor construction that shows how embossed inlaid linoleum conceals subfloor irregularities; and a number of other demonstrations relating to residential floors.

Samples, color schemes, signs, and working drawings for the 8-foot folding unit are available at no charge.

Contact: The Armstrong Cork Co., Dept. SBS, Lancaster, Pa.

ORNAMENTAL IRON ADS

Two advertising mats are available to promote Easy-Fit line of adjustable ornamental iron columns and rails. Ads offer dual selection of newspaper space with choice of one-column x 6" and two-column x 10" sizes.

Designed for do-it-yourselfers, ads feature eye-catching illustrations of installations, plus fast-reading, sales-clinching copy. Space is reserved for slug-in price changes, making the ad tailor-made and applicable to local pricing scales.

Merchandise-floor display, sales literature, sample columns and rails, also are offered without charge to Easy-Fit dealer.

Contact: The Ajust-A-Rail Co., Dept. SBS, Lodi, Ohio.

SLIDING DOOR TRACK SETS



This working model of Aluma-Slide sliding door track comes free with initial order for 24 sets or more.

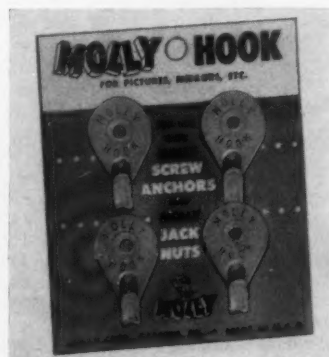
Made of sturdy extruded aluminum, the shiny track sets reportedly do not require hangers, rollers, or sheaves.

Aluma-Slide comes in completely packaged sets for 1/8", 1/4", 3/8", 1/2" and 3/4" sliding panels of pegboard, Masonite, glass or plywood. It is available for 3', 4', 5' and 6' openings with holes drilled in tracks, screws furnished — all ready to install. Track sets for 1/8" and 3/4" panels are equipped with special nylon buttons for insertion in the bottom of the panel to eliminate any possible drag.

Aluma-Slide is furnished in Alacrome, Anodized Satin, Anodized Albright and Anodized Albras. Available separately are 3/4" diameter finger pulls for 1/8" or 1/4" panels, in brass, copper, or stainless steel.

Contact: The Macklanburg-Duncan Co., Dept. SBS, Box 1197, Oklahoma City 1, Okla.

SKIN-PACKED HOOKS



Molly hooks for use with Molly screw anchors or Jack Nuts now are available skin-packed, four to a card. Sturdy card measures 2 3/4" x 3 1/4". It is attractively printed on both sides in two colors and is punched for hang-up display.

Contact: Molly Corp., Dept. SBS, Reading, Pa.

New Look

In

New Idea

ALUMINUM SLIDING GLASS DOORS



Fully assembled glazed — ready to install or one man package glazed. K. D. unglazed shipped with panels and screens fully assembled. Cylinder lock — brick, frame or stucco trim. Integral installation fin for ease of installation.

DINA PAK CORPORATION
P. O. BOX 488, TELEPHONE BLACKBURN 3-1183
IRVING (DALLAS COUNTY), TEXAS

Write or wire
for details and prices

"TALKING" WINDOW DISPLAY



This self-merchandising display for Watson windows contains actual window sample which rotates at a fingertip.

Demonstrator also comes equipped with message sound repeater. The pre-recorded, 60-second sales story is automatically spoken as someone steps on the rubber floor mat in front of the unit. Messages are recorded to fit the need of the display user.

Contact: W. M. Products Co., Dept. SBS, 5425 Blossom Street, Houston, Texas.

VINYL STRIP SELECTOR

A metal selector stand for Matico all-purpose vinyl feature strip and reducing strip is offered to dealers.

The new stand holds 21 rolls of feature strip and/or reducing strip. It is constructed in three levels to display the color choice in each gauge.

The stand measures 9"x14"x24".

Contact: Mastic Tile Corp. of America, Dept. SBS, Vails Gate, N. Y.

PLANE MERCHANDISER



Eight Stanley and Stanley-Handyman planes are shown in this metal plane merchandiser, which may be hung on perforated board or used on a counter with furnished easel.

The 22" x 20" display unit has price strips for retail prices and a metal pocket that holds a quantity of Stanley's "Plane Facts" booklets. The merchandiser contains one each: Stanley No. 4 smooth, No. 5 jack, No. 9½ block, No. 110 block, No. 220 block, and Stanley Handyman No. H1204 smooth, No. H1205 jack, No. H1247 block.

Contact: Stanley Tools, Division of the Stanley Works, Dept. SBS, 111 Elm Street, New Britain, Conn.

LAMINATED CHIPS DISPLAY

A compact counter display with 236 chips of General Electric Textolite laminated surfaces is now available.



Attached chips are samples of all 67 Textolite patterns and colors, including 12 wood grains, five marbles, seven Heyday, 11 Ming, and the six new Spungold patterns. Chips are readily removed from display for close inspection.

The 30"-high display occupies less than a square-foot of space.

Contact: General Electric Co., Dept. SBS, Schenectady 5, N. Y.

STEEL DISPLAY EQUIPMENT

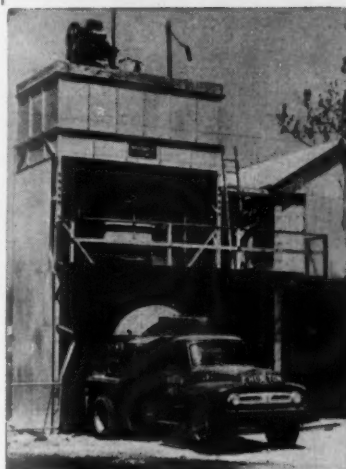
A complete line of Multiplex all-steel display and selling equipment is offered to dealers for display of doors, lumber specialties, or building supplies.

Included are swinging wing-panel Multiplex displays, upright NRLDA visual display boards, small floor, counter, or wall merchandisers, and home planning book wings.

Standard models are used separately and in combination, totaling over 14 arrangements for various purposes. Specific needs are made to order. Illustrated folder, price lists, and separate catalog sheets are available.

Contact: Multiplex Display Fixture Co., Dept. SBS, 910 N. Tenth Street, St. Louis 1, Mo.

"READY-MIX" BUSINESS PAYS OFF!



Actual photograph Ready-Mix installation at Huston Lumber Company — at Carey, Ohio

Your Winslow representative can call on you, at your convenience, and prove, with "details and facts," how you can set-up a profitable Winslow Ready-Mix plant at a reasonable overall investment.

Here are some typical dealer reports . . . "our Binanbatch investment paid for itself in approximately one year" . . . "big increase in tie-in sales since handling Ready-Mix in our yard" . . . "We get additional business in our area because we sell Ready-Mix."

Take advantage of the Binanbatch Ready-Mix profits . . . have our representative prove to you a minimum investment puts you in the Ready-Mix business!

Send coupon for complete details.

Winslow Scale Co.

25th & Haythorne Terre Haute, Ind.

Please send us details on the Binanbatch for increasing over-all profits.

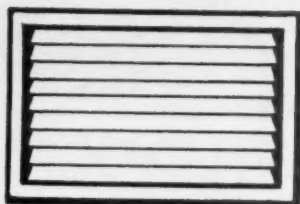
Name

Address

CityZone.....

State

KING ROYAL PRESENTS



ROYALOUVERS

Another star in King Royal's complete line of high quality

Door lites
Louvers
Plants

and the all new Royalair — the revolutionary combination door lite and double hung window for installation in flush doors.

Shipments of 150 lbs. prepaid.
Sold through jobbers only.

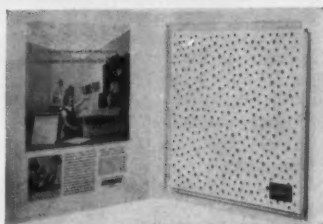


Call or Write
AL FIELDS

SOUTHERN DOOR LITE COMPANY

46 WESTLAND BOULEVARD, SW
ATLANTA 10, GA.

CEILING TILE SALES AIDS



To help dealers sell more ceiling tiles, Insulite offers window and wall poster and merchandising display, both aimed at consumer market.

The 30" x 40" full-color window and wall poster shows reproduction of Insulite's April ad in *Better Homes and Gardens*, and big photo of ceiling tile featured in ad.

Merchandising display is cardboard folder for counter, table, or window. It features reprint of Insulite's current *Better Homes and Gardens* full-color page ad, opposite actual sample of ceiling tile shown in the ad.

Contact: Insulite, Dept. SBS, 500 Investors Building, Minneapolis 2, Minn.

PAINT PROMOTION

A direct appeal to the style-conscious woman is the theme of the Martin-Senour paint company's fall advertising campaign. The art is a half-page, multi-colored profile of a woman, executed in broad brush, semi-abstract technique.

Also carrying out this theme will be the biggest merchandising and dealer-help program ever developed by the company. Direct mail materials for both consumer and professional trades will be available to dealers. Window displays, counter cards, and statement enclosures will tie-in with the national campaign.

Contact: Martin-Senour Co., Dept. SBS, 2500 S. Senour Avenue, Chicago, Ill.

FRAMED FLOORING DISPLAY



This self-selling display contains actual 4" x 4" samples of Johns-Manville Terraflex vinyl asbestos

floor tile, including marbled, terrazzo, and cork styles.

Complete display measures approximately 33" x 30". A dimensional printed gold frame effectively sets off Terraflex tile samples. Display units are packaged five to a carton.

Contact: Johns-Manville Co., Dept. SBS, Box 111, New York 16, N. Y.

COUNT-PACKAGED NAILS

Drive-Rite aluminum alloy nails now come packed by count in blue, red and aluminum foil pull-string pilfer-proof boxes.

In addition to informative front-panel labeling to show exact contents, back panel carries illustrations of 14 most popular types of Drive-Rite aluminum nails, including spiral thread and Neoprene washer nails.



Count packing is in addition to standard 50-lb. bulk carton, and a new, handier 25-lb. bulk carton just introduced. Count boxes are packed 30 boxes to master carton.

Contact: Independent Nail & Packing Co., Dept. SBS, Bridgewater, Mass.

WINDOW STREAMER KIT

A six-piece Vina-Lux window streamer kit is now available to Azrock dealers.

The streamers come with strips of pressure-sensitive tape for easy application to windows. They are printed in shades of aluminum grey, with vermilion fluorescent accents. Horizontal streamer is 12" x 25". Vertical streamer, 9" x 36" in size, is perforated every 9" to permit separation of sections into varied window designs.

Suggestions for window designs are enclosed in kit.

Contact: Azrock Products Division, Uvalde Rock Asphalt Co., Dept. SBS, Frost Bank Building, San Antonio, Texas.

INFORMATION CENTER



BOOKLETS • NEW PRODUCTS • ADVERTISEMENTS

Help yourself to free literature and more details on any products or advertisements in this issue.

Instead of writing a dozen different manufacturers for free literature and more information on new products, just insert in the appropriate space provided on one of these postage-free cards the key numbers of the items in which you are interested, and drop the card in the nearest mail box.

Use the cards also to get details on any advertisement—just insert the name of the company and page number in the space provided.

Southern Building Supplies pays the postage!

MAY, 1959

Send information on these NEW PRODUCTS (fill in key numbers):

_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____

Send these CATALOGS and BULLETINS (fill in key numbers):

_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____

Send free information on these ADVERTISEMENTS:

Company _____	Page _____	Company _____	Page _____
Company _____	Page _____	Company _____	Page _____

My Name _____ Position _____

My Company's Name _____

Address (number and street) _____

City _____ Zone _____ State _____

MAY, 1959

Send information on these NEW PRODUCTS (fill in key numbers):

_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____

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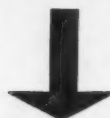
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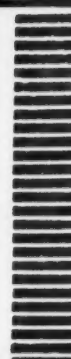
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101 Weatherstrip Catalogs — Four new catalogs describing its combination sash balance weatherstrip, full jamb metal weatherstrips, kerf type metal weatherstrips, and nail-on type metal weatherstrips, are available from W. J. Dennis & Co., Dept. SBS, 4008 N. Kenneth Avenue, Chicago 41, Ill.

102 Screen and Storm Sash — The AIA Homeshield Bulletin No. 35-P-12 illustrates various types of roll-formed aluminum screen frames and storm sash frames, plus combinations of both, that make up six different matching screen and window sets. Patio and screen door components are covered, also. Specifications, construction, and distribution information is included. American Screen Products Co., Dept. SBS, 61 East North Avenue, Northlake, Ill.

103 Paint Products — Colorful brochures describe Prim Alkyd flat wall paint, Veri-Quick vinyl latex primer sealer, Mildont mildew-resistant prep wash and enamels, clear finishes, Aqua Chek clear masonry water-proofer, and MultiTint paints in all finishes and colors. The H. B. Davis Co., Dept. SBS, Bush & Severn Streets, Baltimore 30, Md.

104 Wrought Iron Railings and Columns — A new four-page catalog shows the simplicity of new heavy-weight railing, plus a variety of column designs. Newly-added outdoor lantern posts and lanterns are included. Catalog gives complete dealer merchandising program. Versa Products Co., Dept. SBS, Lodi 4, Ohio.

105 Western Pine — **101 Home Ideas** — Full-color booklet shows 24 pages of provocative ideas for building and remodeling with the ten species of Western pine. Single copies free; quantity rates available from the Western Pine Assn., Dept. SBS, Yeon Building, Portland 4, Ore.

106 Hardboard Uses — A new eight-page booklet, "How to Use Weyerhaeuser Hardboards" includes detailed drawings and descriptions on structural practices and principles. Photographs and drawings show uses and application procedures of Weyerhaeuser Weytex, Weylite, and Weybase hardboard in typical new-building, remodeling, attic, garage, and farm use. Silvatek, Box S, Weyerhaeuser Timber Co., Dept. SBS, Tacoma 1, Wash.

107 House Siding Finishes — "Natural Finishes For House Sidings" by John Reno gives pertinent data on the kinds, applications, and cost of natural finishes for redwood, cedar, and cypress. The Pacific Lumber Co., Dept. SBS, 35 East Wacker Drive, Chicago 1, Ill.

108 Aluminum Siding — Folder describes and gives sales pointers on Tripl-Tite painted aluminum siding. Also shows new and remodeled homes sided with Tripl-Tite aluminum. National Metal Products Co., Dept. SBS, 2 Gateway Center, Pittsburgh 22, Pa.

109 Window Sash Balances — The Spiralflex weatherstrip-sash balance is described in a catalog sheet. The unit does not need individual parting bead and assures plumb installation. It has spiral balances. Caldwell Manufacturing Co., Dept. SBS, 64 Commercial Street, Rochester 14, N. Y.

110 Ready-Mix Concrete Equipment — Details are available on the Winslow Ready-Mix plant installation, with specific reference to the cost, operation, and return on investment of the Binanbatch. Winslow Scale Co., Dept. SBS, 25 & Haythorne, Terre Haute, Ind.

111 Aluminum Rail — Literature describes and illustrates Adjusto-Ease decorative iron and Homecraft aluminum rail for level or stair installations. Available in 3'-4'-5' lengths, for do-it-yourself trade. Elite Fabricators, Dept. SBS, Bel Air, Md.

112 Home Buyer's Guide — Booklet gives helpful information on house-buying, including such considerations as neighborhood, lot, roofing, insulation, kitchen, hot water, bathroom, plumbing, electrical system, basement, attic, heating, cooling, and financing. Southern Pine Assn., Dept. SBS, Box 1170, New Orleans 4, La.

113 Decorative Door Lights — Catalog describes and gives specifications for Royalite packaged, glazed flush door inserts, decorative moldings and lights, Royalouvers, and oak thresholds. Southern Door Lite Co., Dept. SBS, 46 Westland Boulevard, S.W., Atlanta 10, Ga.

114 Polyethylene Sheeting — Catalogs, prices, and samples of pure polyethylene sheeting in three thicknesses, widths from 3' to 10', are

available from Warp Bros., Dept. SBS, Chicago 51, Ill.

115 Closet Doors — "Space and Cost Savings" is a folder illustrating and describing Berry Float-Away closet doors. The doors reportedly save \$50 per house on construction costs. Berry Float-Away Closet Doors, Dept. SBS, 1091 Zonolite Road, N.E., Atlanta 6, Ga.

116 Masonry Fill Insulation — Data sheet gives complete information on Zonolite's new water-repellent insulation for concrete block and cavity wall insulation. Tables show reductions up to 50 per cent in heat transfer, resulting in lower heating and air conditioning costs. Zonolite Co., Dept. SBS, 135 S. LaSalle Street, Chicago 3, Ill.

117 Plaster Reinforcement — A 20-page research booklet reports "The Crack Resistant Properties of Gypsum Lath and Plaster Angles Formed by the Intersection of Walls and Walls with Ceilings Reinforced with Various Types of Metal Reinforcement." It shows the superior performance of Keycorner wire mesh. Keystone Steel & Wire Co., Dept. SBS, Peoria 7, Ill.

118 Aluminum Siding — Literature describes and shows Reynolds aluminum Lifeguard weatherboard siding. Siding is available in horizontal and vertical panels and finished in ten baked enamel colors. Reynolds Aluminum Supply Co., Dept. SBS, P. O. Box 1367, Atlanta 1, Ga.

119 Plastic-Finished Panels — Full-color catalog covers Marlite's line of plastic-finished hardboard wall and ceiling panels. It shows a full variety of colors and patterns — Hi-Gloss, Marble Panel, Wood-panel, plank, block, and Korelock. Marsh Wall Products, Inc., Dept. SBS, Dover, Ohio.

120 Asphalt Roofing Materials — Four-page catalog insert gives complete specifications, descriptions of uses, and directions for both cold and hot applications. It covers asphalt roofing and coatings and cements. Lion Oil Co., Asphalt Sales, Dept. SBS, El Dorado, Ark.

121 Fir Plywood Facts — Available to dealers and their employees is a 48-page pocket-size fir plywood guide which includes basic grade-use data, advantages, and much "know-how." Douglas Fir Plywood Assn., Dept. SBS, 1119 A Street, Tacoma 2, Wash.

122 Plastic Water Putty — Catalog sheet shows home uses for Durham's Rock-Hard water putty, explains how to color it, and lists types of customers who find it "indispensable." Donald Durham Co., Dept. SBS, Box 804-0, Des Moines, Iowa.

123 Recessed Oven and Range Units — A full-color brochure gives information and specifications for Modern Maid built-in ovens and top units. It includes distributor propositions to dealers of sales display space and salesmen to call on builder trade. Tennessee Stove Works, Dept. SBS, Chattanooga 1, Tenn.

124 Steel Attic Stairs — Descriptive

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literature gives illustrations and specifications for the low-cost TFC Metal-Fold disappearing stairway. Price lists are supplied on request. Tennessee Fabricating Co., Dept. SBS, 1490 Grimes, Memphis 6, Tenn.

125 Masonry Wall Reinforcement — Bulletin gives specifications and shows Dur-O-wall masonry wall reinforcement with cavity, bonded, coursed, or stacked course masonry wall, and wall with plaster. Dur-O-wall Products of Alabama, Inc., Dept. SBS, P. O. Box 5446, Birmingham 7, Ala.

129 Wood Window Designs — Folder is available on M W Distributors' new D-Lite window with diamond-shaped light areas. Another folder, entitled "Does Your Home Have Curb Appeal?" shows different styling of the complete line of R-O-W removable wood windows with Lift-T-Lox balance springs. M W Distributors, Dept. SBS, Rocky Mount, Va.

130 Sash Balance and Metal Weatherstrips — Southern Metal's one-piece sash balance and weatherstrip is described and illustrated in Catalog 57J. Catalog 57B has pictures and specifications for a complete line of thresholds and weatherstrips. Southern Metal Products Corp., Dept. SBS, 1775 Airways Blvd., Memphis 14, Tenn.

131 Pressure-Treated Lumber — "Safeguard Building Dollars With Wolmanized Pressure-Treated Lumber" is a 16-page brochure illustrating applications of lumber treated against deterioration from rot-producing fungi and termites. Koppers Co., Inc., Dept. SBS, 750 Koppers Building, Pittsburgh 19, Pa.

132 Aluminum Jalousies — Conventional and unusual uses for Truscon jalousies are illustrated in a colorful 16-page folder. Detail drawings show how installations are made in wood frame, brick veneer, solid masonry, and concrete block. Truscon Steel Div., Republic Steel, Dept. SBS, 1050 Albert Street, Youngstown 1, Ohio.

133 Hardboard Panels — A 24-page catalog entitled "Guide for Builders" describes and illustrates exterior and interior uses of Masonite hardboard panels. Physical properties of the panels, proper methods of working with them, and recommended application procedures also are covered. The Masonite Corp., Dept. SBS, Suite 2037, 111 W. Washington Street, Chicago 2, Ill.

134 Aluminum Windows — Twenty Ualco aluminum windows and four Ualco aluminum curtain wall systems are shown and described in a new 40-page catalog, which includes

specifications, sizes, and installation details. Also available are individual brochures on windows and curtain wall. Southern Sash Sales & Supply Co., Inc., Dept. SBS, Sheffield, Ala.

135 Asbestos-Cement Products — Several brochures and folders show Century No. 5 roofing shingles, Apac all-purpose board, Linabestos and Sheettflextos wallboards for interior and exterior use, and lightweight corrugated asbestos sheet. Keasbey and Mattison Co., Dept. SBS, Ambler, Pa.

136 Wood Window Walls — Catalog No. 591 and dealer selling kit cover use of Andersen wood window units for residences, institutional buildings, and light commercial structures. Strutwall, Flexivents, Beauty-Line, Pressure Seal double-hung, gliding, casement, and basement units shown. Andersen Corp., Dept. SBS, Bayport, Minn.

137 Builder Products — Fully-illustrated 32-page booklet describes complete line of Insulite building materials, including sheathing, primed siding, roof deck, shingle backer, ceiling tiles, interior wallboards, hardboards, and insulating wool. Also, handy application tips are offered. Insulite Division, Minnesota & Ontario Paper Co., Dept. SBS, 500 Investors Building, Minneapolis 2, Minn.

138 Steel Farm Products — "Farmers and Ranchers Handbook" supplies 76 pages of data on specifications and plans for the use of steel materials for fencing and roofing on farms. It also includes meat-cut charts, household helps, teen-ager tips. Tennessee Coal & Iron Division of U. S. Steel Corp., Dept. SBS, Fairfield, Ala.

139 Steel Frame Buildings — Eight-page brochure shows standard sizes, details, accessories, and varied uses of Dixisteel rigid-frame buildings. It also presents all-steel triangular or bow-string truss roof systems. Atlantic Steel Co., Dept. SBS, Warehouse Division, P. O. Box 1714, Atlanta 1, Ga.

140 Vitrified Clay Products — Brochure describes W. S. Dickey's coupling. Booklets are also available on Dickey Perma-Line (R) Clay coupling/pipe, and on fittings, drain tile, wall coping, and flue lining. W. S. Dickey Clay Manufacturing Co., Dept. SBS, P. O. Box 2028, Kansas City 42, Mo.

141 Wood Window Units — Three folders describe, list full specifications, and illustrate Dierks Snap-Tite removable window units, stack awning, and Light-Lift, double-hung window units. Dierks Forests, Inc., Dept. SBS, 810 Whittington Avenue, Hot Springs, Ark.

142 Aluminum Nails — Brochure shows complete line of Phifer aluminum nails. It explains tempering and etching of aluminum alloy nails. Price list gives dealer costs of "job size" boxes and 50-lb cartons. Phifer Wire Products, Dept. SBS, Box 12, Tuscaloosa, Ala.

143 Bonded Asphalt Roofing — An eight-page color-illustrated booklet

contains 22 questions and answers on Lloyd A. Fry roofing, including its durability, full-value bond guarantee, cost, fire protection, weather and wind resistance, and colors. Fry's new 3-tab, 290-pound Shado-Bilt strip shingles also are described and shown in 13 colors and white. Lloyd A. Fry Roofing Co., Dept. SBS, 5818 Archer Road, Summit (P. O. Argo), Ill.

144 Interlocking Asphalt Shingles — A color folder describes and illustrates Ruberoid's asphalt Lok-Tab shingles. Four color blends are featured. The Ruberoid Co., Dept. SBS, 500 Fifth Avenue, New York 36, N. Y.

145 Western Lumber Sources — A 48-page booklet gives mill personnel, capacity, and facility information on mills producing Douglas fir, West Coast hemlock, Western red cedar, and Sitka spruce lumber. West Coast Lumbermen's Assn., Dept. SBS, 1410 S. W. Morrison Street, Portland 5, Ore.

146 Stock Woodwork — A 40-page catalog gives specifications, construction, and application details for Curtis wood window styles and types. Curtis Companies Service Bureau, Dept. SBS, Clinton, Iowa.

147 Ceiling Tile — A 16-page booklet features Celotex's Hush-Tone and Designer ceiling tile in three "idea" rooms. It also covers other Celotex residential materials. The Celotex Corp., Dept. SBS, 120 S. LaSalle Street, Chicago 3, Ill.

148 Removable Horizontal Windows — A four-page folder describes the Rimco Slide removable horizontal-sliding wood window unit. It emphasizes its styling, economy, weathertightness, and easy maintenance. Rock Island Millwork Co., Factory Dept. SBS, Rock Island, Ill.

149 Prefinished Paneling — Full-color 24-page booklet shows line of prefinished Weldwood paneling, its installation in interiors, plus complete details for installing in new or old construction, over furring, plaster and masonry. United States Plywood Corp., Dept. SBS, 55 West 44th Street, New York 36, N. Y.

150 Fiber Roof Coating — "The Easy and Low Cost Way to Repair and Renew Roofs" is a folder covering the uses of Gardner asphalt-asbestos roof coating. Gardner Asphalt Products Co., Dept. SBS, P. O. Box 5776, Tampa, Fla.

151 Wood Shutters and Doors — Descriptive catalog shows beauty, quality, and outlines profits on Wing-Line Fit 'n' Finish shutters, Wing-Crest interior shutters, and Wing-Line Shutterfold doors. Sam A. Wing Co., Inc., Dept. SBS, 5035 Willis Avenue, Dallas 6, Texas.

152 Wood Paneling — Full-color brochures and a folder illustrate and describe plywood, Ripplewood, and California redwood wall paneling. Georgia-Pacific Corp., Dept. SBS, Equitable Building, Portland 4, Ore.

153 Stock Millwork — The "Ideal Millwork" catalog contains pictures, sizes, and specifications of Ideal All-

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Wethr double-hung window units, stack window units, panel doors, Glide-and-Fold closet door units, sliding door units, screen doors, louver doors, window screens, kitchen cabinets. Ideal Co., Dept. SBS, Box 889, Waco, Tex.

154 Metal Building Products — Catalog 57 gives specifications and shows uses of Vestal fireplace circulators, dampers, accessories, steel lintels, bridging, wall ties, mortar boxes, garbage receivers and access doors. Vestal Manufacturing Co., Dept. SBS, Sweetwater, Tenn.

155 Metal Lath, Accessories — Colorful catalog shows metal lath, accessories, and partition systems of the Alabama Metal Lath Co., Dept. SBS, P. O. Box 992, Birmingham, Ala.

156 Truss Lock Plates — Illustrated folder details the layout, operation, and advantages of Templin truss lock plates and trusses. Templin Associates, Inc., Dept. SBS, Building 6, Airbase, Vero Beach, Fla.

157 Window, Door Products — Catalog describes Vulco screens and jalousies, Caseking screens, Superior and Ideal storm sash, Dura-Bilt screen and combination storm doors. Vulcan Metal Products, Inc., Dept. SBS, 2801 Sixth Avenue South, Birmingham, Ala.

158 Incinerators — Donley incinerators for homes, apartments, and other buildings are shown in a new catalog. Complete technical data are given for flue-fed, floor-fed garden, and prefabricated steel models. Donley Brothers Co., Dept. SBS, 13905 Miles Avenue, Cleveland 5, Ohio.

159 Aluminum Nails — Colorful folder includes A.I.A. File giving specifications on Nichols Never-Stain aluminum nails in the complete line of 24 types. Packing data and individual use applications also are included. Nichols Wire & Aluminum Co., Dept. SBS, 1725 Rockingham Road, Davenport, Iowa.

160 Residential Locks — Colorful "heart of the line" catalog shows and describes Dexter residential locks, matching cabinet hardware, and door closers. Modern up-to-the-minute designs shown for every residential use. Dexter Lock Division, Dexter Industries, Inc., Dept. SBS, 1601 Madison Avenue, Grand Rapids 2, Mich.

162 Carded Hardware — Two-page booklet shows 23 carded items of do-it-yourself, handy Hager hardware in the three most popular finishes. Also illustrated are the binned merchandiser and hardware rack for displaying transparent plastic skin-pack packages. C. Hager & Sons

Hinge Manufacturing Co., Dept. SBS, 139 Victor Street, St. Louis 4, Mo.

163 Window Glass — A 15-page booklet describes and illustrates the L. O. F. process of sheet drawing flat glass, the types and general uses, and gives selection and physical specification data. Booklet also shows dealer sales aids, such as signs and display-storage racks, and gives pointers for glazing and proper cutting of glass. Libbey-Owens-Ford Glass Co., Dept. SBS, 608 Madison Avenue, Toledo 3, Ohio.

164 Framing Anchors — Three styles of Cleveland framing anchors are prominent in a new eight-page catalog giving complete specifications on right and left versions and the vertical bend style. Also shown are joist hangers, timber connectors, steel bridging, area wall ventilators, and clips for plywood joints. Cleveland Steel Specialty Co., Inc., Dept. SBS, 3761 East 91st Street, Cleveland 5, Ohio.

165 Asphalt Shingles — Color-illustrated catalog gives descriptions and specifications for Barrett asphalt shingles, asbestos-cement sidings, prepared roofing, protective products, and insulation products. Individual folders are available on Ever-Fast shingles and wide-tab Ranchline asphalt shingles. Barrett Division, Allied Chemical Corp., Dept. SBS, 40 Rector Street, New York 6, N. Y.

166 Woodwork Products — Four color booklets include photographs, descriptions, and specifications for the Bilt-Well Super 7 removable window, Bilt-Well casements, awning windows, and cabinet units. Two folders are available giving details on the Bilt-Well glass panel Belvedere door and Bilt-Well cabinet units with birch fronts. Caradco, Inc., Dept. SBS, Dubuque, Iowa.

167 Spun Wool Insulation — Literature is available explaining the advantages and savings in the use of insulation with improved Insulair Spun Wool. Made by a new mineral fiber process, the permanent mineral wool insulation comes in fully guaranteed bags or tubes in standard and odd sizes. Industrial Products Co., Inc., Dept. SBS, Mt. Pleasant, Tenn.

168 Wood Specialty Products — Literature containing information about Bradley-Southern wood products is now available. Trim, moldings, thresholds, panels, stair treads, and flooring in oak and pine are covered. Unit wood blocks in beech and pecan are also produced by the company. Bradley-Southern Division, Dept. SBS, Potlatch Forests, Inc., Warren, Ark.

169 Redwood Advantages — The economical qualities of Simpson redwood are enumerated in material available from this California lumber firm. The insulation value of the wood, its simplicity to work, its paint- and stain-holding superiority, and its resistance to termites and decay are all discussed. Simpson Redwood Co., Dept. SBS, P. O. Box 127, Arcata, Calif.

171 Machine-Made Screens — Liter-

ature is available on Rudiger-Lang Tru-Frame, Tension-tite and Roll-Away window screens. The automatic machine production is said to afford the advantages of greater uniformity, better quality control, and lower cost. Rudiger-Lang Co., Dept. SBS, 2701 Eighth Street, Berkeley 10, Calif.

172 Oak Flooring — Additional information is available describing Long-Bell oak flooring. Micro-Tongue and Micro-Groove features of the flooring reportedly provide faster laying and perfect fit. Long-Bell Division, International Paper Co., Dept. SBS, Kansas City, Mo.

173 Vitrified Clay Pipe — Circular describes the Oconee wedge lock, a factory-made plastic joint that reportedly snaps together instantly. Information also is available on Oconee's line of burned clay products, including vitrified clay pipe, vitrified clay fittings, vitrified flue liners, drain tile, and face brick. Oconee Clay Products, Dept. SBS, Milledgeville, Ga.

174 Aluminum Weatherstrip — Literature is available describing the efficiency and durability of MetaLane weatherstrip on window units. MetaLane reportedly never loses its resilient weather-tightness, will not corrode or wear, will not discolor masonry or woodwork, and always keeps windows operating freely. Monarch Metal Weatherstrip Corp., Dept. SBS, 6343 Etzel, St. Louis 4, Mo.

175 Fiberglass Panels — Promotion material, including newspaper mats, displays, booklets, folders, posters, and streamers for plasticated panels and Barclite fiberglass panels are now available from Barclay Manufacturing Co., Inc., Barclite Corp. of America, Dept. SBS, Barclay Building, New York 51, N. Y.

176 Gypsum Wallboard — Description of Bestwall fireproof gypsum wallboard, reinforced with glass fibers for simpler application, clean scoring and snapping, and crack resistance is included in material offered by Bestwall Gypsum Co., Dept. SBS, Ardmore, Pa.

177 Drawer Slides — Information regarding KV drawer slides is available. Five slides, ranging from the lightweight extension slide to the extra heavy-duty model, are described. The slides are said to be so constructed as to prevent drawers from sagging or sticking. Knap & Vogt Manufacturing Co., Dept. SBS, Grand Rapids, Mich.

178 Roofing Shingles — Based on just ten colors, the "Color-Tuned" line of roofing shingles is the subject of informative material offered by the manufacturer. Such advantages as reduced inventory, freeing capital, and faster sales are pointed out. Certain-teed Building Products Corp., Dept. SBS, Ardmore, Pa.

179 Redwood Lumber Products — Dealers may obtain informative literature concerning Noyo redwood sidings and moldings. The company prides itself on careful milling, shipping, and high quality maintenance of its certified KD, treated, or natural redwood. Union Lumber Co., Dept. SBS, Fort Bragg, Calif.

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180 White Fir Lumber — Details on kiln dried TW&J White Fir lumber are available, covering its qualities, uses, sizes, and delivery information. Information also covers TW&J White fir lineal moldings and flush door cut stock. Tarter, Webster & Johnson, Inc., Dept. SBS, P. O. Box 3498, San Francisco 19, Calif.

181 Sliding Glass Doors — Information concerning the competitively priced Britt sliding glass door — with frame and vents that accommodate standard and $\frac{1}{2}$ " insulated glazing — can be obtained from Britt Sliding Door Corp., Dept. SBS, P. O. Box 6735, Houston 5, Texas.

182 Millwork Products — Information concerning all types of millwork products — Satin Seal door and window units, by-passing and pocket door frames, windows, frames, louver doors and blinds — may be obtained from the Huttig Sash & Door Co., Dept. SBS, St. Louis 10, Mo. Also catalogued are addresses of representatives, assembly plants, and warehouses.

183 Fireplace Units — Construction information is available for five Heatform models of various sizes — each reported to accommodate any design of single or multiple opening fireplace. Also available at nominal cost is a 52-page book containing information about 88 Heatform fireplace designs selected from national competitions. Superior Fireplace Co., Dept. SBS, 4325 Artesia Avenue, Fullerton, Calif.

184 Steel Buildings — Information on the Cuckler Steel Span profit building plan is available to dealers from Cuckler Steel Span Co., Dept. SBS, Monticello, Iowa.

185 Extra-White Cement — Information on uses, advantages, and specifications of Trinity White Portland cement — claimed to be the whitest of all cements — is available from Trinity White Division, General Portland Cement Co., Dept. SBS, Chicago, Ill.

186 Millwork Products — Information concerning manufacture, treatment, finger jointing, and shipping of its standard items, plus moldings, interior trim, and glued panels, is available from the Ralph L. Smith Lumber Co., Dept. SBS, Anderson, Calif.

187 Removable Window — Information concerning 1866 Curtis Woodwork products is available from this Atlanta wholesaler and jobber of building materials. Particular attention is paid to the Curtis Style-trend

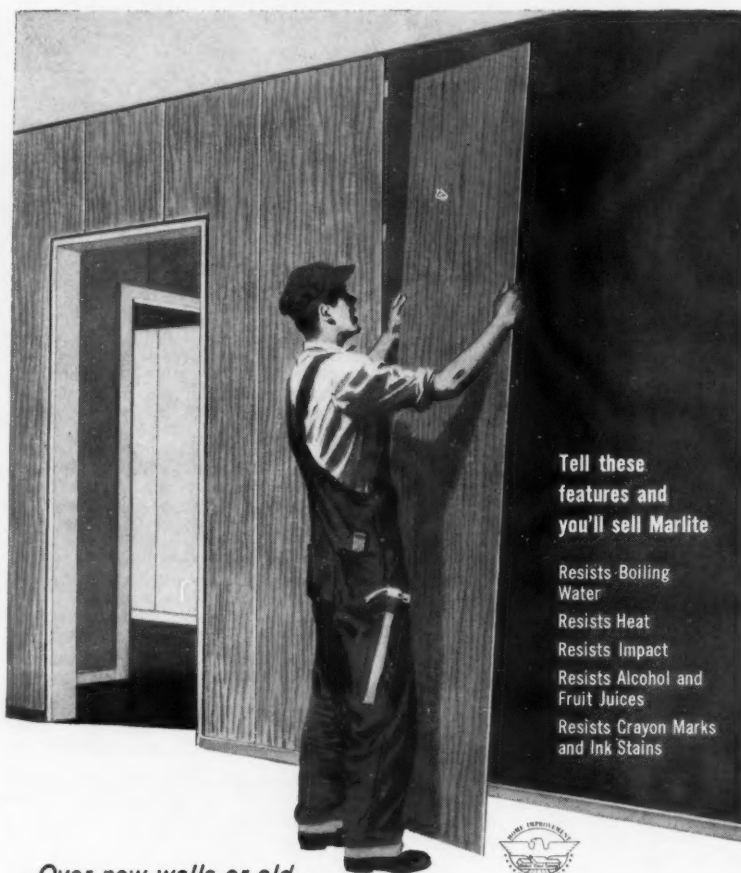
removable window, a product said to be weathertight, easy to paint, to install, and to operate. Other features include new outside casing design for masonry, brick veneer, or frame construction without mitered corners. Zuber Lumber Co., Dept. SBS, P. O. Box 964, Atlanta 1, Ga.

188 Natural Wood Shakes — A color-illustrated booklet shows the natural beauty, colors, and texture of Shakertown wood cedar shakes. It shows various applications for the shakes, such as gable ends, fence partitions, wainscoting, and windscreens. Illustrations and information also are furnished for Shakertown jiffy corners, sidewall shakes, heavy-duty stain, handsplit shakes, and Shaker-

town glumac units. Shakertown Corp., Dept. SBS, 20310 Kinsman Road, Cleveland 22, Ohio.

189 Acoustical Products — A 32-page illustrated catalog describes the acoustical products line of the Simpson Logging Co., including Forestone fissured woodfiber tile, ceiling board, standard and random drilled acoustical tile, roof deck, fissured mineral tile, metal acoustical units, perforated cement asbestos board, and perforated hardboard. Simpson Logging Co., Dept. SBS, Shelton, Wash.

190 Adjustable Louvers — Descriptive folders are available on Leslie Adjust-A-Pitch series LX king-size louvers, fixed triangular louvers, and



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- Resists Heat
- Resists Impact
- Resists Alcohol and Fruit Juices
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Over new walls or old...

Marlite goes up fast with ordinary carpenter tools

Installations are quick and simple with Marlite paneling. Since Marlite is cut and fitted like wood, any handyman can do an expert job in his kitchen, bath—any room. Moreover, beautiful Marlite needs no painting or refinishing. The baked melamine plastic finish cleans with a damp cloth; stays like new for years.

Sell Marlite's ease of installation plus all the other customer benefits—and you'll build Marlite volume. Remember, Marlite is one of your top profit items, both in percentage and total profit per sale. Call your Marlite wholesaler now—or write Marlite Division of Masonite Corporation, Dept. 597, Dover, Ohio.

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5906

Leslie's rotary turbine ventilators, stationary-type, or revolving head-type ventilators. Literature includes illustrations, specifications, sizes, and dimensions. Leslie Welding Co., Dept. SBS, 2943 W. Carroll Avenue, Chicago 12, Ill.

191 Shellac and Primer — Folder gives description and simple instructions for using Fulton Pure Shellac to finish new or scraped floors, to finish unpainted furniture, cabinets, paneling, shelving, and to prime and seal walls and wood work. It also describes Fulton Q-Dee Primer — said to prime, seal, and kill stains on any type surface. Fulton Chemical Co., Dept. SBS, Sumter, S. C.

192 Window, Door Screen Frames — "Manufacturing Methods and Assembly Order Manual" gives step-by-step illustrated information on Aluma-Fab window and door screen frames. Detailed specification sheets are included on aluminum window and screen door frame and accessories, aluminum combination storm window materials, triple-track and triple-tilt storm window materials, and aluminum storm door frames and accessories of the Southeastern Tool & Die Co., Dept. SBS, P. O. Box 263, Birmingham 2, Ala.

193 Metal Building Products — Catalog describes complete line of Quaker State metal building products for farm, home, and industry.

Separate pages are available on such items as aluminum soffit material in rolls, galvanized re-usable footer forms, and pre-formed aluminum and galvanized termite shield. Quaker State Metals Co., Dept. SBS, Lancaster, Pa.

194 Plastic Finished Paneling — Full-color booklet describes uses of decorative wallboard, showing its installation in kitchens, bathrooms, and playrooms, in tile and pearlstone finishes, as well as wood-grained and marble-tone hardboard. A special section is devoted to company's new perforated hardboard. Panelboard Manufacturing Co., Inc., Dept. SBS, 222 Pacific Street, Newark 5, N. J.

195 Builders' Lock Information — A new eight-page "Builders Booklet" No. 688 illustrates beauty, convenience, and dependability of Schlage locks. It includes complete selection of lock and escutcheon designs, exploded views of lock assemblies, and concise installation instructions. Schlage Lock Co., Dept. SBS, P. O. Box 3324, San Francisco 19, Calif.

196 Display Equipment — Illustrated folder, price list, and separate catalog sheets are available on Multiplex all-steel display and selling equipment, including upright NRLDA visual display boards, swinging door merchandisers for doors, paneling and lumber specialties, swinging wing displays, small floor or counter merchandisers, and home planning book wings. Multiplex Display Fixture Co., Dept. SBS, 910 N. Tenth Street, St. Louis 1, Mo.

Marlite® DISTRIBUTORS IN YOUR AREA

Branch Offices and Warehouses

Marsh Wall Products, Inc.
204 Permalume Pl., N.W.
Atlanta 18, Georgia
Phone: Fleetwood 4-9508
or 4-9509

Marsh Wall Products, Inc.
8908 Chancellor Row
Dallas 35, Texas
Phone: Fleetwood 7-3518
Fleetwood 2-7811

McPhillips Mfg. Company, Inc.
Mobile 2, Alabama

Redds, Inc.
Florence, Alabama

Teague Hardware Company
Montgomery 1, Alabama

United Plywoods Corporation
Birmingham, Alabama

United Plywoods Corporation
Montgomery, Alabama

Fischer Lime & Cement Co.
North Little Rock, Arkansas

Martin Wiegand, Inc.
Washington 11, D. C.

Booker & Company, Inc.
Tampa, Florida

Coronado Company
Jacksonville 6, Florida

Owsley Lumber Co.
Pensacola, Florida

Pinellas Lumber Co.
St. Petersburg, Florida

A. H. Ramsey & Sons, Inc.
Miami, Florida

A. H. Ramsey & Sons, Inc.
Palmetto, Florida

Timber Products Company
Orlando, Florida

Atlanta Oak Flooring Company
Atlanta, Georgia

Howard Lumber Company
Augusta, Georgia

Plywood Supply Co.
Atlanta, Georgia

Zuber Lumber Company
Atlanta, Georgia

Kilpatrick Bros. Lumber Co.
Wichita, Kansas

Rock Island Wholesale Co.
Wichita, Kansas

Mutual Service Company, Inc.
Louisville, Kentucky

Dealers Supply Co., Inc.
Monroe, Louisiana

Lafayette Sash & Door Factory
Lafayette, Louisiana

New Orleans Sash & Door Co.
New Orleans, Louisiana

Victoria Sash & Door Co., Inc.
Shreveport, Louisiana

Woodward, Wight & Co., Ltd.
New Orleans 9, Louisiana

The Miser Supply Company
Cumberland, Maryland

The MacLea Lumber Company
Baltimore 3, Maryland

Acme Building Supply Co., Inc.
Meridian, Mississippi

Delta Plumbing & Electrical Sup.
Greenwood, Mississippi

Jackson Sash & Door Co., Inc.
Jackson, Mississippi

Builders Material Company
Springfield, Missouri

Cape Supply Company
Cape Girardeau, Missouri

Cooper, Goforth & Noll, Inc.
Kansas City, Missouri

Four States Supply Company
Carthage, Missouri

Lumberyard Supply Company
St. Louis 10, Missouri

Atlanta Oak Flooring Company
Charlotte, North Carolina

Dealers Supply Company
Durham, North Carolina

Eastern Lumber & Supply Co.
Winterville, North Carolina

Hassinger Wholesale Co.
Greensboro, North Carolina

Huttig Sash & Door Co., Inc.
Charlotte, North Carolina

North State Material Company
Asheville, North Carolina

General Sash & Door Company
Tulsa 1, Oklahoma

International Paper Co.
Long-Bell Division

Kilpatrick Bros. Lumber Co.
Oklahoma City, Oklahoma

Kilpatrick Bros. Lumber Co.
Tulsa, Oklahoma

Reints Sash & Door Company
Oklahoma City, Oklahoma

Carolina Wholesale Company
Columbia, South Carolina

Southern Sash & Door Company
Greenville, South Carolina

Southern Wholesale Builders Sup.
Columbia, South Carolina

Atlanta Oak Flooring Company
Chattanooga, Tennessee

Fischer Lime & Cement Company
Memphis, Tennessee

A. G. Heins Company
Knoxville, Tennessee

Huttig Sash & Door Company
Nashville, Tennessee

Norvell & Wallace
Nashville, Tennessee

Wholesale Building Supply, Inc.
Bristol, Tennessee-Virginia

Buell & Co.
Dallas, Texas

Dunaway Supply Co.
Greggton, Texas

Galbraith Steel & Supply Co.
Dallas, Texas

Galbraith Steel & Supply Co.
Lubbock, Texas

Galbraith Steel & Supply Co.
Pecos, Texas

Galbraith Steel & Supply Co.
San Angelo, Texas

International Paper Co.
Long Bell Division

Paul Blackwell Company
Dallas, Texas

Southwestern Glass & Millwork Co., Inc.
El Paso, Texas

Texas Sash & Door Co.
Fort Worth, Texas

Geo. C. Vaughan & Sons
Houston, Texas

Geo. C. Vaughan & Sons
Nederland, Texas

Geo. C. Vaughan & Sons, Inc.
San Angelo, Texas

Geo. C. Vaughan & Sons
San Antonio 7, Texas

Dealers Service, Inc.
Lee Hall, Virginia

Sash, Door & Glass Corporation
Richmond 24, Virginia

Tidewater Plywood Company
Norfolk, Virginia

Athens Flooring Company
Dunbar, West Virginia

NOFMA Names Committee To Supplement Promotion

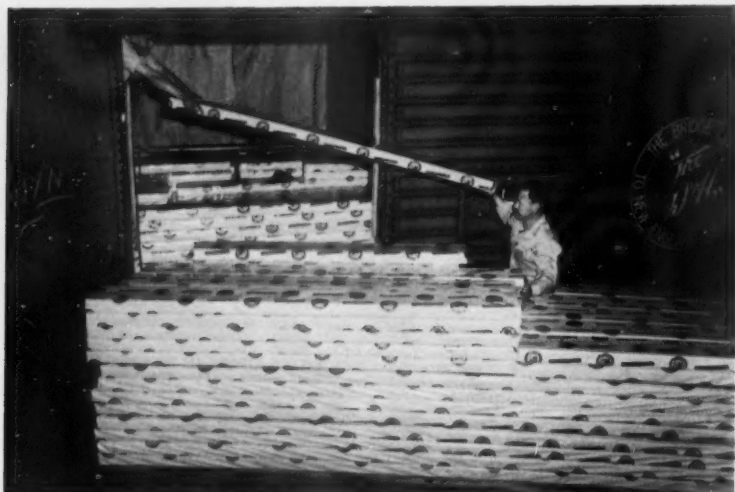
To supplement an intensified program of promoting residential oak flooring in 1959, Walter J. Wood, president of the National Oak Flooring Manufacturers' Assn., has announced appointments to an advertising committee to direct the hard-hitting NOFMA advertising and publicity campaigns.

W. W. Miller Jr., Johnson City, Tenn., NOFMA immediate past-president, was named chairman of the advertising committee.

Other Southerners named to the group are Allen Harris Jr., Johnson City, Tenn.; Lee Robinson, Mt. Vernon, Ala.; W. R. Warner, Warren, Ark.; S. M. Nickey Jr., Memphis, Tenn.; J. G. Smith, Pine Bluff, Ark.; and Latane Temple III, Diboll, Texas.

The 1959 advertising will feature more "hard sell," said Wood. Ad copy will run somewhat longer than last year, with strong competitive statements on the superiority of oak flooring. Durability, health values, and the economy of oak will be stressed.

MANUFACTURER NEWS



ALL-LUMBER TRAIN TOTES "WRAPPED-UP" REDWOOD — Noyo redwood from the Union Lumber Co. is all wrapped-up for its historic trip on the Golden Arrow — the first all-lumber special railroad train ever to make the journey from the West to the East Coast. The train is estimated to carry over four-million board feet of lumber — enough to build approximately 480 homes. To protect its cargo along the Golden Arrow route, and to make it easily recognizable when it reaches its destination, Union has clothed the redwood in a bright yellow wrapping of durable polyethylene-coated kraft paper.

SAN FRANCISCO, CALIF.: Schlage Lock Co. has purchased Peabody Co., Inc., of Los Angeles, manufacturers of custom-made miscellaneous hardware and ornamental lock trim. Peabody organization will continue operations in Los Angeles as a subsidiary of Schlage Lock. Charles H. Maxey, vice-president of Peabody, and its operating manager since 1948, will continue in that capacity. Other corporate offices will be held by Schlage executives.

TOPTON, PA.: Caloric Appliance Corp. will display its 20" Deluxe and 40" Ultramatic ranges at the American National Exhibit in Moscow, Soviet Russia. The first major American exhibition ever held in the U.S.S.R., this "corner of America" is expected to attract over 3½-million visitors.

WASHINGTON, D. C.: Prominent homebuilding officials from government and industry were honored recently at a **Johns-Manville** reception in the National Housing Center. The occasion marked the installation of a permanent J-M exhibit in the Center. The exhibit is an L-shaped showcase of very latest J-M products for the home, including roof and sidewall shingles, Flexboard, insulation, acoustical ceiling panels, hardboard, asbestos floor tile, Corrulux translucent panels, and the

J-M line of Transite pipe for the home.

GREEN COVE SPRINGS, FLA.: Florida Solite Corp. opened a new plant here in April, the first Solite plant to open in the state. Sales headquarters are in Jacksonville. George Jones is the company's area representative.

NEW IBERIA, LA.: Grimes and Freeman, a new \$200,000 corporation, has signed a long-term lease for the Loisel Sugar Mill warehouse near Jeanerette, for manufacture of veneer and plywood. Company will have an initial staff of 40 employees, and anticipates daily capacity of from 6,000 to 8,000 board feet of lumber. Owners are E. M. Grimes, Owen Freeman, and O. C. Grimes of Cleveland, Texas.

SHREVEPORT, LA.: Heber E. Long has resigned as secretary of **Allen Millwork Manufacturing Corp.** to re-enter the promotional field, specializing in trade association organization and management. For five years prior to joining Allen Millwork, Long was secretary-manager of Southern Box and Crate Assn., serving a seven-state area.

CHATTANOOGA, TENN.: Chattanooga Rock Products Division, Vulcan Materials Co., is now open for business here. The firm offers all grades of quality concrete.

LAUREL, MISS.: A large-scale expansion program begun in 1956 at **Masonite Corp.'s** plant here is now about 85 per cent complete. Put into service during 1958 were a new chrome-plating plant, machine shop, new millwright and mechanics shops, and automotive repair shop. When facilities are completed, Masonite's production of hardboard will be increased by about 25 per cent.

CLEVELAND, TENN.: American Door Co. has begun operations here for manufacture, buying, and selling of plywood doors and other building materials. Company officers are R. E. Foy Sr., president; R. J. Menard, vice-president; and Mrs. Jane L. Bowick, secretary-treasurer.

HOUSTON, TEXAS: Two-day open house celebrated opening of million-dollar paint manufacturing facility of **Devoe & Raynolds Co., Inc.** Plant tours and buffet luncheon each day were included in opening events. Hosts for occasion were representatives of Devoe & Raynolds and its parent company, Merritt-Chapman & Scott Corp.

ST. LOUIS, MO.: Edwin F. Guth Co., manufacturers of lighting fixtures, has appointed Fred MacRae as lighting representative for most of Kentucky and southwestern West Virginia. MacRae replaces Tom Marshall, who moved to Florida.



H. C. (HANK) MILLER has been appointed sales representative in Alabama, Louisiana, and Mississippi for the Delta Faucet Corp. of Greenburg, Ind. Miller will handle the complete line of Delta single handle ball faucets for kitchen, bath, shower, and laundry rooms, in addition to the new Delta faucet dispenser model.

Exterior doors have **MORE SALES APPEAL** with...

DOOR LIGHTS of Distinction



FRAMES
available in
Tupelo Gum
Beech
Maple
Oak
Mahogany

Builders quickly see the merit of exterior doors that include Art Glass door lights. Art Glass enhances any entranceway... adds sales appeal to the entire home. Available in 11 simulated-lead designs — or translucent Bavarian cast glass in round or diamond pattern in clear, gold or green tint. "Leaded" designs are ceramically fired to duplicate the blue-gray color of the genuine article. Whether in Art Glass, standard transparent type, or combination storm-and-screen doorlights... Maywood offers you the most complete range of sizes and shapes to be found anywhere in the entire country.

For full details contact your jobber, or write:

MAYWOOD, INC.
P.O. Box 706 Amarillo, Texas

Truck Owners

NOW... you can tie
down your loads

FASTER!
SAFER!
FOR LESS MONEY!

with the
**CLARK-WESTERN
CABLE BINDER**

FASTER... Lighter cables, no heavy chains. 14 tooth ratchet assumes required tension. NO REPLACEMENT COSTS! Permanently mounted on truck or trailer. LESS COST! Installed complete with cable for 1/2 cost of other binders. ALL STEEL! No Malleable Iron Used. Available at all Freuhauf Branches.

FOR MORE
INFORMATION,
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WESTERN PIPING & ENGINEERING CO., INC.

123 Kansas St. • San Francisco 3, California

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If there's been a change in your mailing address — from what is shown on the mailing label — please send us your correct address. Write to:

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806 Peachtree Street, N.E.
Atlanta 8, Ga.

Versa[®] Traditional

WROUGHT IRON

combines beauty and safety
with savings from 30 to 40%

Versa[®]

the original completely
adjustable wrought iron
railings and columns
... imitated but never
duplicated.

Has that custom-built
look yet with standard
parts that save in cost.
Merchandising package
supplied with order.

Ask for details.
Write today.



**A VERY PROFITABLE
ITEM FOR YOUR STORE.**

VERSA PRODUCTS COMPANY

LODI 4, OHIO

BERKELEY, CALIF.: **Rudiger-Lang Co.** has expanded its line of screen products to include aluminum screen doors, combination doors, patio screen doors, screen components, and hardware. Products will be distributed from company plants in Berkeley and Van Nuys, Calif.

NEW YORK, N. Y.: Plans have been approved by which **Flinkkote Co.** will acquire controlling stock of Blue Diamond Corp. of Los Angeles, Calif. Blue Diamond operates a gypsum mine and mills near Las Vegas, Nevada. It also is engaged in sand and gravel business at Antelope, San Gabriel and San Fernando Valleys, Calif., and operates eight concrete batching plants and a reinforcing steel fabricating plant at Los Angeles.

DALLAS, TEXAS: **C. Hager & Sons Hinge Manufacturing Co.,** St. Louis, Mo., has opened a warehouse here, which will stock Hager's complete line of builder's hardware. Modern fireproof building is fifth warehouse established by Hager in past three years, and follows recent opening of Atlanta, Ga., warehouse, as well as previously established facilities at Los Angeles, San Francisco, Seattle, and Boston.

JACKSON, MISS.: **Blaw-Knox Co.** of Pittsburgh, Pa., has announced construction of a branch plant for its power piping and sprinkler division here in Jackson. The new facility, comprising a building with 17,000 square-feet of manufacturing space, is on a 15-acre site, for the design, fabrication, and installation of piping systems.



GEORGE M. CURTIS, Curtis Companies, Inc., Clinton, Iowa, is the newly-elected vice-president of Ponderosa Pine Woodwork, Chicago-based association of lumber producers and manufacturers of wood windows, panel doors, and kitchen cabinets. James F. Shiely, president of Winton Lumber Sales Co. of Minneapolis, Minn., was elected association president.

HOUSTON, TEXAS: Leon (Lee) Hogg has been appointed sales promotion manager for **W. M. Products Co.,** manufacturers of Watson aluminum windows. Hogg recently served as senior account executive in Houston branch of a national advertising agency. He is a graduate of North Texas State College.

EL PASO, TEXAS: **Dura-Bond Gypsum Co.** will begin production at its new gypsum wallboard plant here by July, according to Claude Huckleberry, owner. About 50 employees will be employed at El Paso plant and at a quarry and refinery near Carlsbad, N. M. Sales territory of company will include West Texas, as far as Lubbock, and will extend north to Albuquerque.

UNION, N. J.: **Red Devil Tools** has acquired paint shaker line of Harbil Manufacturing Co., Wheeling, Ill. Effective immediately, all Harbil machines will be serviced by Red Devil through network of 29 service centers, and will be marketed as Red Devil-Harbil paint shakers. Acquisiting includes Harbil two-can shaker, and two other models of single shakers.

ST. LOUIS, MO.: Daniel P. Maloney has been named general plant manager, in charge of manufacturing operations, of **Keasbey & Mattison Co.** St. Louis factories. Plants manufacture asbestos-cement pipe and asbestos-cement building materials. Maloney joined K&M in 1935.

NEW BRITAIN, CONN.: Raymond W. Carlson Jr. has been appointed sales representative for **Stanley Electric Tools**, division of Stanley Works, in Maryland-Virginia-District of Columbia territory. Clapp joined Stanley Works in 1955, and became salesman for Stanley Steel Strapping in Chicago.

DANVILLE, VA.: Construction has begun on 12,000 square-foot building of **Norton Manufacturing Co.,** for manufacture of wood moldings. Building is located on 20-acre site east of Danville on Dan River.

TULSA, OKLA.: **Modern Building & Truss Co.** of Omaha, Neb., has shifted its headquarters operation here and also will open a Tulsa plant. Operations have begun for manufacture of pre-fabricated trusses. Co-owners of firm are Mack Anderson and Howard Tiller. Cass Sylvester is sales manager.

HOUSTON, TEXAS: **Natco Corp.,** producer of structural clay products, has opened Southwest district sales office here, to serve customers in Texas, Arkansas, Oklahoma, southern New Mexico, and southern Arizona. George F. Osten, formerly manager of firm's Louisiana sales area, with headquarters in Baton Rouge, has been named manager of Houston office.



HERMAN F. FALBAUM has been appointed Louisiana sales representative for the **Alabama Metal Lath Co.,** national manufacturers of metal lath and accessories. "Corky" Falbaum previously served five years as northern Louisiana branch manager for the Acoustics and Specialties Co. Before that he was associated with the New Orleans office of the Celotex Corp. He is a graduate of Tulane University.

COVINGTON, GA.: **Dodge Wire Corp.** of Atlanta plans installation of Warner & Swasey-Sulzer wire weaving machines in its plant here. Company officials state that first 14 of these machines, installed in 1958, have been operating at efficiencies of around 85 per cent, turning out quality insect screening at speed five-times greater than any equipment available before. Machines will increase production without necessitating building expansion.

FAIR LAWN, N. J.: **Lee Millwork Corp.** has appointed new representatives for its Lee-Craft line: Milton Dorn and Richard Mor in Florida; Harry Roell in Alabama, Arkansas, Louisiana, Mississippi, and Tennessee; and Paul Weber in Georgia, North Carolina, South Carolina, Tennessee, and Virginia. Company's principal product is Lee-Bow window, supplemented by new window-wall and pocket door frame.

ODENTON, MD.: **Nevarmar Care-free Kitchens** has appointed Albert E. Bobbett assistant sales manager for the firm. A 1935 graduate of the Baltimore Polytechnic Institute, Bobbett will assist in the development of factory training programs.

GLADEWATER, TEXAS: J. C. Langley of Linden has announced plans to establish a ready-mix concrete and asphalt manufacturing plant here. The plant will make concrete and asphalt, will serve as a supplier for these materials, and will contract for road and street repair and construction jobs.

DEALER NEWS

ARKANSAS

SILOAM SPRINGS: Wallace Stone has sold interest in Siloam Springs Lumber Co. to partner Barton Groom. Stone will head up the Monarch Construction Co.

MORRILTON: Fire destroyed a dry kiln containing 60,000 board feet of pine, another 20,000 feet of lumber that had been dried and stacked, and a tool shed at the Gifford Lumber Co. G. A. Gifford, company owner, estimated damages at \$25,000.

NORTH LITTLE ROCK: Mr. and Mrs. Siesel A. Franklin, Planters Lumber Co. owners here, were injured recently in a crash of their single-engine airplane at Chicago. Franklin suffered a broken leg, cuts, and bruises. Mrs. Franklin has a broken leg, dislocated hip, cuts, and bruises.

BATESVILLE: Fire caused damage estimated at \$30,000 at Mobley Lumber Co. here recently. The blaze destroyed a planer mill, three lumber trucks, a fork-lift truck, and 45,000 feet of lumber. Origin of the fire was undetermined.

GEORGIA

ATLANTA: A four-alarm fire swept through storage sheds of the Miller Lumber Co. recently, causing damage tentatively estimated by company officials at \$30,000 to \$40,000. President W. B. Miller has emphasized that the firm is still open for business, despite damages. Other local lumber firms cooperated in helping Miller re-stock immediately-needed supplies.

FLORIDA

JACKSONVILLE: Cash Building Material Co. has set up temporary offices here in a discarded caboose at 2100 Swan Street. The firm's office was situated for more than 30 years on Stockton Street, but was removed to make way for the extension of an expressway.

KENTUCKY

PADUCAH: J. A. Dossett Lumber Co. here is being liquidated. Lumber stock has been sold to Cole Lumber

Co., and sheds where it was stored are being torn down. The office building is up for sale or lease. The Dossett planing mill and site have been sold to the Paducah Board of Education.

LOUISVILLE: E. C. Coburn has been appointed assistant to the president of Louisville Builders Supply.

LOUISIANA

GEORGETOWN: Rambo Building Supply Co. was destroyed by fire of undetermined origin recently. Building was owned by state Representative Willard Rambo.

NATCHITOCHES: S & W Lumber Co., Inc. has been liquidated by unanimous agreement of its shareholders.

PALMETTO: Dillon Hardwood Lumber Co., Inc., has changed its corporate name to International Lumber Industries, Inc.

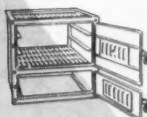
CHARTERS OF INCORPORATION: Quality Products Inc., Opelousas, building materials, \$100,000; Harper-Dossett Lumber Co., Inc., Shreveport, building materials; City Lumber Co., Inc., Lafayette, lumber, bricks, and hardware, \$10,000; B & N Lumber Co., Inc., Natchitoches, lumber products, \$10,000; Pineville Lumber and Supply Co., Inc., Pine-

One-Stop Service

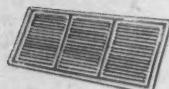
... for over 360 Metal Building Needs!

Get assured satisfaction, proved quality, unexcelled value with Vestal precision-engineered specialties in iron, steel, aluminum. Besides the items shown, the broad Vestal line includes underground garbage receivers, cistern rings and covers, grease basins, catch basin lids, sewerage and drainage castings, manhole frames and covers, metal bridging, joist hangers, and many others — and all competitively priced for outstanding Vestal value!

For complete catalog,
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OUTDOOR
FIREPLACE UNITS



UNDER-EAVE
VENTILATOR



ACCESS DOOR



CLEAN OUT
DOORS



GALVANIZED STEEL
WINDOW WELLS



ASH DUMPS



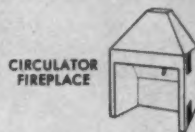
VENTILATOR
GRILLES



CRAWL SPACE
DOORS



STEEL MORTAR BOXES



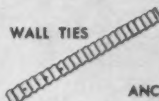
CIRCULATOR
FIREPLACE



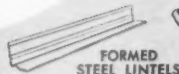
FIREPLACE DAMPERS



MULTI-OPENING
FIREPLACE DAMPERS



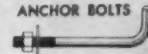
WALL TIES



FORMED
STEEL LINTELS



CONCRETE BLOCK
LINTELS



ANCHOR BOLTS



BELL TRAPS

VESTAL

the name for Value

VESTAL MANUFACTURING CO., P. O. Box 152, Sweetwater, Tenn.

ville, lumber, \$5,000; Felts Supply, Inc., Shreveport, building supplies; and McBride Building Supplies, Inc., Scott, building supplies.

MISSISSIPPI

CHARTERS OF INCORPORATION: West and Sons Building Materials, Inc., Columbus, listing capital stock of \$75,000; and Van Landingham Lumber Co., Inc., Starkville, listing capital stock of \$75,000.

NORTH CAROLINA

DURHAM: James H. Coman, president of Coman Lumber Co., has been appointed to the National Affairs Committee of the National Retail Lumber Dealers Assn. Coman is past-president of the Carolinas Division of the organization.

SALISBURY: Fire of unknown origin destroyed the Salisbury Lumber and Supply Co. recently, razing the mill itself, machine shop, several outbuildings, and lumber.

ROXBORO: Defective wiring was believed to have touched off a blaze that destroyed the planing mill at the Pat Brown Lumber Co., recently. Sanders McWhorter, plant manager, estimated damage at about \$125,000 to the plant and equipment, and \$25,000 to burned lumber.

RALEIGH: Lewis Bowers has been appointed manager of the Tar Heel Improvement Co. here.

LIBERTY: Van P. McClellan has been appointed manager of Staley Lumber Co. here. A native of Anderson, S. C., and a 1949 graduate of U.N.C., McClellan was formerly personnel manager for Lowe's, Inc.

CHARTERS OF INCORPORATION: Drawell Supply Co., Hendersonville, building materials, \$100,000, by Russell W. Drake, Thomas N. Drake, and Monroe M. Redden Jr., all of Hendersonville; and Builders Supply Co. of Salisbury, Salisbury, \$100,000, by W. Gettys Guill, Alice S. C. Guill, and W. S. Turner, all of Salisbury.

SOUTH CAROLINA

CHARTERS OF INCORPORATION: C. H. Valentine Lumber Co., Inc., Ruffin, \$80,000, C. H. Valentine, president; and King Lumber Co., Inc., Rock Hill, \$10,000, J. Heath King, president.

TEXAS

NEDERLAND: Fire completely demolished the Basco-McAlister Lumber Co. supply warehouse here, causing damages estimated at \$45,000. The building was insured for \$19,000.

HOUSTON: Ernest McKinney, manager of Wier Lumber Co. has

been promoted to vice-president, according to President Tom Wier Jr. McKinney will continue as manager. . . . Dick Ganchan has been appointed vice-president and general manager of Wood Protection Co. . . . W. H. Norris Lumber Co. has purchased assets of Maurice Angly Lumber Co., according to Norris Executive Vice-President E. J. Bergmann. Angly facilities will serve Norris as a distribution or wholesale yard, and will be known as the Angly division of Norris Lumber Co. Bergmann said Norris Lumber will move main offices to Angly facilities at 1733 Ennis.

VIRGINIA

ROANOKE: Hodges Lumber Corp. has been awarded a Certificate of Distinction in the building materials dealers category of the 11th annual Brand Names Foundation, Inc. Claude A. Hodges, secretary, received the award at a recent dinner which climaxed national observance of Brand Names Week.

RICHMOND: Bruce Lee, former partner in Guy C. Lee Manufacturing Co., Smithfield, N. C., is opening a cash and carry building material business here. It will be called Bruce Lee & Son.

OBITUARIES

W. H. PYLE, 78. Owner and operator of Pyle Lumber Co. since 1927, Marshall, Texas.

THOMAS LEVENS HERBERT JR., 75. Former vice-president and general manager of T. L. Herbert & Sons, Nashville, Tenn., until retirement in 1951.

JAMES ELMER HAGIN, 40. Vice-president of Bailey Lumber Co. of Handsboro and Biloxi, Miss.

OTTO INDEST, 74. Former owner and operator of Indest Lumber Co., New Iberia, La.

WILLIAM GROVER DEAN, 66. Owner and operator of Dean Lumber Co., Asheville, N. C., since 1936.

WILLIAM ARTHUR SEAGLE. Former president of the old Chattanooga Lumber Co., and operator of his own lumber company in Memphis, Tenn.

HENRY JOHNSON. Vice-president and treasurer of East End Lumber Co., Austin, Texas.

W. E. CARLTON, 64. Planing mill superintendent for the past 37 years for the Putnam Lumber Co., Montgomery, Ala.

VERNON ROY LACKEY, 58. Operator of Lackey Lumber Mills, Inc., Forest, Miss., and a past member of S.P.A.'s board of directors.

C. Price Berryman Elected to Head Kansas Lumbermen

C. Price Berryman of Coffeyville was elected president of the Kansas Lumbermen's Assn., at its recent convention in Salina, Kans.

Other officers elected were William Ransopher, Clyde, and Harold Eagleton, Salina, first and second vice-presidents, respectively. Marvin Von Fange, Salina, was renamed secretary-manager.

New directors are Roy Bates, Herington; Chester Cox, Sylvia; and Bob Rasure, Concordia. A. E. Nickelson, Emporia, immediate past-president, is director ex officio.

The Kansas lumbermen heard a prediction that by 1975 the nation's lumber industry would be building two-million new homes a year, compared with 1,300,000 expected to be built in 1959.

Such was the opinion of Dr. R. H. Westveld, director of the School of Forestry, University of Missouri.

T. R. Armstrong, vice-president of the Huttig Sash & Door Co., St. Louis, Mo., discussed "golden rules" of employer-employee relations.

How to price materials to get the best profits was the theme of a panel discussion, moderated by Lawrence Kibler, Topeka.

Nickelson, the outgoing president, emphasized importance of employee training.

Window Awning Market

(Continued from page 41)

creasing resale value; protection against dirty windows; and room temperature reduction.

Though Ramser stocks samples of fiberglass corrugated awnings, he leans more strongly to aluminum awnings.

"I believe fiberglass awnings will do all right if promoted aggressively, but I prefer to emphasize aluminum awnings."

Variety Available

A wide range of awnings in eight basic designs is available to enterprising building suppliers. Metal awnings in aluminum, light steel, and stainless steel are now on the market, in addition to fiberglass and fiberglass-reinforced plastic awnings.

Designs available include slat-type vertical, slat-type horizontal, vertical, horizontal roll-up, pantype vertical, stepdown solid, pan and cover, and retractable.

In addition, combination awning-storm windows are good sellers where snow, sleet, and hail are seasonal problems.

THRESHOLDS

SCREEN DOOR DESIGNS

Direct From
MANUFACTURER
To You!

CAST IRON &
ALUMINUM
FOUNDATION
VENTS

ORNAMENTAL
IRON

SLIDING DOOR HARDWARE

FOLDING DOOR
HARDWARE

WITTEN METAL PRODUCTS COMPANY
ORNAMENTAL IRON • THRESHOLDS • SLIDING DOOR HARDWARE • FOUNDATION VENTS
310 EAST LONG ST. • GASTONIA, N. C.

Made in the South and Especially Designed for Southern Climate

You can't go wrong with Gardner's Roofing Compound. Thoroughly tested for all types of Southern climate — heat, rain and wind — Gardner's assures you of maximum quality.

Take advantage of this outstanding special Southern Roofing Compound and investigate the many distributor benefits of the Gardner's line today.

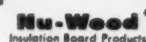
Use the self stamped reply card in this issue for full information.

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Your Profit Center

21 Broad Lines of *First Choice* Building Materials

The new Weyerhaeuser Louisville Distributing Yard offers dealers one convenient, dependable, economical source for 21 broad lines of basic building materials bearing these famous brand names:



What you want when you want it

There is no waiting when you buy from the Weyerhaeuser Louisville Distributing Yard. The building material you want . . . the material your customers want . . . is available for immediate pickup or prompt shipment. Efficient yard service cuts dealer truck loading time and operating costs.

Rail Carloads

Either mixed cars or straight cars can be supplied quickly and economically. Rail rates are low for shipments east, north and south.

Truck Routes

Weyerhaeuser trucks travel regular routes to supply dealers of Kentucky and southern Indiana. Service is fast and reliable.

WEYERHAEUSER Louisville

DISTRIBUTING YARD
1360 DURRETT LANE, LOUISVILLE 13, KENTUCKY
(Watertown Expressway east of Kentucky Turnpike)
Telephone: EMerson 8-3331

**Wholesale Building Materials
for Fast Delivery to Dealers**



It's second nature for me to specify Wolmanized® pressure-treated lumber for structural wood members in contact with masonry or near the ground. I also make sure I recommend Wolmanized lumber where condensation, high humidity and process moisture set up conditions favorable to decay. And what really pleases me—Wolmanized lumber not only has built-in termite and decay resistance, it gives me complete freedom of design for it has all the versatility of ordinary lumber.



PRESSURE-TREATED LUMBER

If you are interested in the many uses of decay and termite resistant lumber in light and heavy construction, send for this 16-page booklet on "Wolmanized" lumber. It tells you where to use it... where to get it.

Wolman Preservative Dept.
KOPPERS COMPANY, INC.

75c Koppers Building, Pittsburgh 19, Pa.



Wolmanized®
PRESSURE-TREATED LUMBER

Air conditioning units and awnings are now proving companion products. Not only do awnings increase area and efficiency of air conditioning units, they directly reduce maintenance costs of such units.

Greater national interest by business, government, and industry is forecast as a result of a recent test run on a large barracks by the Air Force in Texas. Considered too expensive, air conditioning of large barracks and spaces became feasible when awnings were installed and the required air conditioning tonnage necessary to condition the barracks was slashed.

To home-owners served by building suppliers, this means that small air conditioning units will take care of substantially larger areas, if awnings are installed. As this trend continues, it would appear that success of awning sales will soar to new plateaus.

These points, emphasized to customers, will sell awnings: use of awnings will reduce room temperatures by as much as 12 degrees; protect furnishings from sun-fading, yet admit soft-diffused light; protect screens from rusting; protect floors, rugs, from rain damage; keep windows cleaner for weeks longer; increase attractiveness of home resulting in better resale value; increase efficiency of air conditioning units, and lower maintenance costs.

Directory Ad Selling

(Continued from page 42)

business by indicating your time in operation. For instance, you might say —

"For over a quarter century"

"Since 1928"

Avoid listing the exact number of years, which necessitates a copy change each year. And, some exact numbers do not sound as impressive as others.

(7) **Feature Services.** Any service you offer will enhance your yellow-page advertising. It answers questions for people shopping via telephone directory. Even if your competition offers the same services, you will find it advisable to mention it in your yellow-page advertising.

(8) **List Business Hours.** What hours of the day are you open? Are you open on Sundays? Holidays? Evenings?

Keep in mind that yellow-page

advertising lasts all year. If you change hours of business, you cannot change the ad until a new directory is printed.

(9) **Show Location.** Some people use the yellow pages for address rather than telephone number. They do not call, but check address and make a personal visit. Thus, it is important to have an address in a yellow-page ad.

You may find it helpful to include a map to pin-point your location. This is advantageous when you are not located on a main street. Or, perhaps you can tie-in your location with a local landmark.

(10) **Use Out-of-Town Directories.** Lumber firms located in metropolitan areas use telephone directories in nearby towns. Or, where there are several communities about the same size as yours, your ad in these out-of-town directories will give you plus-business at little extra cost.

When you use other city directories for advertising, you will want to simplify calls. Mention of the fact that collect calls are acceptable is a *must* for out-of-town yellow-page advertising.

Check with your local phone company for yellow-page advertising rates. You will find the cost negligible when compared with the twenty-four-hour, day-to-day advertising to be had in behalf of a lumber business.

Full Building Package

(Continued from page 46)

"Since we build and improve so many homes and other light structures, we cannot afford to experiment with unknown or questionable brands of building materials. Consequently, we sell and install only the *best* materials, from reputable firms which stand behind their products.

"In finding new products to add to our full lines of building materials, we find trade magazines like *Southern Building Supplies* most helpful. The new products they publicize in editorial columns and their ads help us to locate the kind of materials that our customers read about in shelter and general magazines, and which they often call for by brand-name.

"We keep one or more carpentry crews busy all the time on both new building and improvement jobs for which we successfully bid. A sizeable part of our sales comes from our assisting buyers

to find mortgage money or installment financing necessary to go ahead with his project.

"We sub-contract electrical, plumbing, and tile work to local firms, but other work involved in building is performed by our own experienced men. They are part of a team that a dealer must develop if he is to succeed, as both retailer and builder."

Guaranteed Total Price

(Continued from page 40)

speaking, this home builder uses labor by the day and furnishes his own supervision. But he does need the services of an accurate building materials estimator.

"We find that most of these customers elect to buy on a unit price basis, rather than a lump sum cost, due to the fact that he generally thinks our estimated material quantities are on the heavy side, and that he would save money by ordering out his own estimated smaller quantities. It is seldom that he does, but so long as he does the ordering, he is happier about it, and we are satisfied too.

"On our guaranteed total price plan, we would decline an order, if an individual were wasteful or had inefficient labor. We agree to furnish enough, and we keep an accurate tally on items shipped. Even though we know our obligation is just to furnish enough materials, according to plans and specifications, we can't afford to be indifferent to the customer's welfare on the job.

"Before we furnish a man the material, we must be reasonably certain of an accurate labor set-up — competent labor. To gain that assurance, we invariably submit to the labor foreman a copy of this same material estimate. We discuss with the foreman every material item on the estimate, and any necessary usage explanation. If we find that the man understands and his intelligence indicates his ability, then we proceed without further caution."

In ads, Todd Lumber has made clear that "No job is too big — no job too small."

As an illustration, one ad that attracted attention showed an out-house, contrasted with a modern home, built with materials from Todd.

"Friendly Service" is a slogan, too.

Todd has made many friends in his 25 years in the lumber business. He started his own company in 1950 with a capital of only \$4,000. Total sales since then have been around a million dollars.

"Sincere friendliness is contagious," he has long maintained, "and if we like people, they have a tendency to like us. Arrogance and indifference have no place in our customer welfare program."

Plumbing Supply Sales

(Continued from page 39)

provided by customer). He outlines just where various connections must go, in order to meet local plumbing ordinances.

"We advertise the department modestly on radio and in the newspaper and watch it bring in customers.


"Plumbing fixtures receive special attention via a 10' x 10' alcove off from the main sales floor, where customers may look at fixtures leisurely, then call salesmen when they're ready to talk prices and specific items," said Perez.



**ORDER NOW—FROM CLEVELAND
PLYCLIPS**

Eliminate wood blocking on plywood roof construction. Extruded aluminum alloy. 5 sizes from 3/8" to 13/16". Send for Plyclip brochure.

Developed and tested by Plywood Research Foundation.



**YOU CAN ALWAYS DEPEND ON
CLEVELAND
BUILDING SPECIALTIES**

**STRONGER JOINTS
AT LOWER COST—**



**CLEVELAND 3-WAY
FRAMING ANCHORS**

Faster more rigid framing—nails act in shear for greatest strength. No toe nailing! No splitting!

3 styles—18 gauge galvanized steel

**MORE THAN 50 TOP-QUALITY BUILDING PRODUCTS
WRITE FOR CATALOG—OR SEE IT IN SWEETS**

CLEVELAND STEEL SPECIALTY CO., INC.
ESTABLISHED 1924 — 3761 EAST 91st STREET, CLEVELAND 5, OHIO

The Bennett 2-WAY PANEL SAW

**CROSS-CUT OR
RIP
TILE BOARD
PLYWOOD
PLASTIC LAMINATES
HARDBOARD**

**NOW...make a
PROFIT
cutting panel
boards to size!**

And Other Materials!



Retail lumber yards all over the U. S. and Canada are using the Bennett 2-Way Panel Saw to give quick, accurate, cut-to-size service—at a profit.

- **ACCURACY**—all cuts are consistently square. Vertical and horizontal scales are attached for selective cuts.
- **SAFETY**—machine is fool-proof. Completely safe for unskilled help.
- **RIPS OR CROSS CUTS** without removing panel from machine.
- **ONE MAN OPERATION**—one man can cross cut or rip a 4' x 12' panel quicker than two men can on a table saw.

WRITE FOR PRICES AND LITERATURE
RICHARD C. BENNETT MFG. CO.
BOX 331 LACEYVILLE, PENNA.

On the main floor is an island display fixture with top section devoted exclusively to smaller plumbing items, used by those men who want to make minor repairs — from installing a washer to a new faucet. This display, likewise, is arranged for the benefit of self-service shopper.

The company has approximately 1,000 regular customers on its books, and this plumbing layout is designed primarily to attract them. But the modest advertising serves to bring in strangers for plumbing equipment, and thereby acquaints them with the entire store.

"It is one of the most consistently profitable sections in the store," Perez declared.

Sell Quality First

(Continued from page 44)

friends. Thus they have no place to properly meet the contractor."

Venice Lumber's conference room serves as meeting place. Here, behind a sliding curtain, are located telephones, desks, chairs, etc., and this facility lends dignity to the contractor. At the moment, Bellamy is gathering a collection of literature for builders' information.

Enlarging upon Bellamy's statement about outside salesmen, he spends time riding around to note job progress, thus keeping in touch with area activities. He also visits

lending institutions to see if his customers are paying their bills promptly. As is the case with other lumber dealers, a continuing problem is to collect from a credit account and still keep the customer.

While every dealer's business problem is a combination of many factors, a threat seen by Bellamy is the current practice of jobber salesmen by-passing retailers and selling contractors direct.

"This may cause a breakdown of our business policy," he said. "That we may be forced into the contracting business ourselves in self-defense is far from a remote possibility."

Bound Lumber Advantages

(Continued from page 45)

Scrivener finds.

"It takes no longer to unload a car by this system than formerly," he commented, "because the time utilized in binding is saved in speed-up of bulk handling, as compared to individual handling; and we save a lot of time after the material hits the yard — both in unloading and in reloading for customer delivery."

Dealer Success Story

(Continued from page 38)

our model kitchen, and get an accurate preview of how the kitchen will look.

We also have a display home, installed with aluminum doors and windows (storm and screen, jalousie, and other types), and paneling. Here, a customer may see how to enclose a porch, what paneling will look like, or the advantages of a porch with jalousies. Here, again, each unit is priced and sized.

On a molding display board, we show side and face views of moldings we carry. Each molding is labeled by number, name, type of wood, and size, corresponding to a number on adjacent molding stock bins. By giving both views of each molding, the home-owner can determine what appeals to him. He can make a sounder selection and get more lasting satisfaction from his purchase because he knew what he was buying.

We have watched sales in all departments practically double since our opening. Traffic keeps

growing as customers report to their neighbors and friends how well-stocked we are and how well-equipped we are to instruct them in do-it-yourself jobs.

'Sooner' D-I-Y School

(Continued from page 36)

be surprised how many impulse sales are made this way."

As the weekly do-it-yourself school sessions went on, sales in various departments all over the yard began showing an increase. Yard men — those in the warehouse and in the sash and door shed — all noticed the work pick-up and became less apprehensive about being laid off.

"It was the first time in several years," Wolfe related, "that we didn't lay off men when the traditional fall and winter slump hit us. Whether we made any money or not as a result of the experiment, we kept all our men busy, and that was the important thing."

The Atkinson Lumber Co.'s full-page ad in the weekly Midwest City newspaper continued to emphasize that the do-it-yourself school was not limited to men only, nor even to adults.

The second week and thereafter, women began showing up. They asked questions, some of them stumping lecturers and demonstrators, about kinds of paint to use behind kitchen stoves, what

"THE VERY BEST IS"

TEMPLIN

ENGINEERED ROOF FRAMING



ALL AGENCY AND BUILDING DEPARTMENT ACCEPTANCE
ENGINEERED BROCHURES AVAILABLE TO ARCHITECTS

FRANCHISES
NOW AVAILABLE
FOR
TRUSS MANUFACTURERS
AND
PROGRESSIVE LUMBER SUPPLIERS

No Special Equipment Required

WRITE OR PHONE

TEMPLIN

ASSOCIATES, INC.
Vero Beach, Florida

Classified Advertising

DISTRIBUTOR WANTED

Exclusive Franchise for Biggest Name in Garage Doors. New Crawford Door Co. marketing program has created limited openings for exclusive distributor franchises. Complete line of residential, commercial, industrial doors and full line of power operators. Excellent product, top reputation in large and expanding building market. Company offers valuable marketing-merchandising services and direct sales assistance to promote rapid distributor development, high return on invested capital. If you can organize and direct a vigorous sales organization write to: Reg. A. Diedrich, Zone Manager, P. O. Box 744, Jupiter, Florida.

floor finishing material was best for heavily trafficked rooms, how to arrange cabinet and closet space to get maximum room, and dozens of other questions.

Youngsters came to the school, too.

"And they didn't come," said employee Ray Hawkins, "just to get free pop, coffee, and doughnuts. It's amazing what some of those kids know about working with wood, finishing furniture, sawing intricate designs, and making useful articles for their homes."

One whole session was conducted by a junior high school shop teacher and his manual training class. They explained how various shop projects were made, cost of materials, what tools to use, and how long it took to make them. The teacher told why specific materials were used for a particular project, and offered to give detailed instructions to anyone interested.

As enthusiasm for the school grew, word spread. Attendance jumped to forty, fifty, and then seventy-five people. More room

had to be provided and additional chairs brought in.

Men and women came from Oklahoma City, Moore, Choctaw — and even Edmond, which was twenty miles away — to watch practical demonstrations of various products, paints, and building materials, ask questions, and get information on their own particular project problems.

It all added up to increased business for the Atkinson Lumber Co.

Another feature of the Atkinson Lumber Co. do-it-yourself school was the fact that manufacturer's salesmen who conducted sessions would go to customers' homes personally to help solve building, remodeling, repairing, or painting problems, as long as his company's product was being used.

"It was a bold offer," DuPont's Bob Redwine admitted, "but from a public relations point of view, not only for my company, but for the Atkinson Lumber Co., it was invaluable."

This personal contact made customers of people who had never before thought of DuPont or At-

kinson Lumber. It made customers for Insulite products, the Portland Cement Co., wholesale lumber mills, and other allied building materials dealers.

But first, and most important, this widely acclaimed project made customers for Atkinson Lumber Co.

Sale of building materials used for inside repairs, small remodeling jobs, outside cement curbs and driveways, paint, and home shop projects increased more than 100 per cent.

The true value of the whole do-it-yourself program is the good will it has created in Atkinson's trade area and the new customers it made.

Colored Hardwood Floors

Colored hardwood floors that blend or contrast with home furnishings are news for home-makers wanting something different in room decoration. Paint manufacturers have developed new stains in 12 colors, which permit the wood to be colored as desired, without hiding the natural beauty of the wood grain.

It makes bad air FRESH again!



Enjoy the healthful comfort of purified air by merely the turn of a switch. Motor-blower recirculates kitchen air every ten minutes. Activated Charcoal and Grease Filters give complete efficiency in removing GREASE, ODORS, SMOKE, DUST and POLLEN. Sizes and colors for every decor.

ELIMINATES EXPENSIVE INSTALLATION OF DUCTS, VENTS AND OUTSIDE LOUVRES!

The Ductless Hood is also featured in the OVENMASTER series—an air purifier for built-in ovens. Makes the kitchen complete!

NEW!... for other rooms: Clear out smoke and dust with the built-in

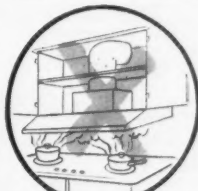
Ductless Air Purifier®

See your local distributor, or write: Dept. 198

THE DUCTLESS HOOD CO., INC.
601 Plandome Road, Manhasset, N. Y.



The DUCTLESS HOOD way... Full shelf area—no waste of costly heat or conditioned air.



ORDINARY HOOD... Pipes and ducts costly to install—take up valuable shelf space.



Modern Tree Farms assure Timber for the Future
For livability unlimited...

There is nothing in the world like WOOD

We have the Forest Resources

SUGAR PINE — PONDEROSA PINE — DOUGLAS FIR —
WHITE FIR — CALIFORNIA INCENSE CEDAR

Prompt Service on
Straight or Mixed Cars
Quality Factory Products
Specialists in Finger Jointing



The Ralph L.
SMITH
Lumber Company

ANDERSON, CALIFORNIA

Members: Western Pine Assn.,
West Coast Lumber Assn.,
Ponderosa Pine Woodwork

Truly Attractive

ROCKPORT REDWOOD

Attractive as a good volume and profit builder; attractive, too, for its supreme qualities as a building product. Nothing surpasses the enduring beauty of Rockport's Certified Dry Redwood Bevel Siding and Finish. Rockport Redwood is always well up to grade.



Rounds Lumber Company is exclusive distributor for Rockport Redwood and sales agent for other leading Redwood mills. Rounds also represents producers of top quality Douglas Fir, White Fir and Ponderosa Pine.

Specify Rockport
LOOK FOR THE
END STAMP—"ROCKPORT"

ROUNDS LUMBER COMPANY

Sales Agents

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YUkon 6-0912 • Teletype SF-898

9233 Denton Drive, Dallas, Texas

430 N. Waco Avenue, Wichita 1, Kansas

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ualco

Aluminum Windows



and Ualco is priced competitively!



Twenty fine aluminum window styles. Competitive pricing moves them. National and regional advertising and sales promotion programs keep them moving. Fastest delivery in the industry — satisfied customers. Ualco highest quality assures they'll stay satisfied — brings them back for more . . . and more. Warehouses all around you, to keep your stock complete.

Write now, for the whole story.



The Complete Line

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SALES and SUPPLY CO., INC. • SHEFFIELD, ALA.

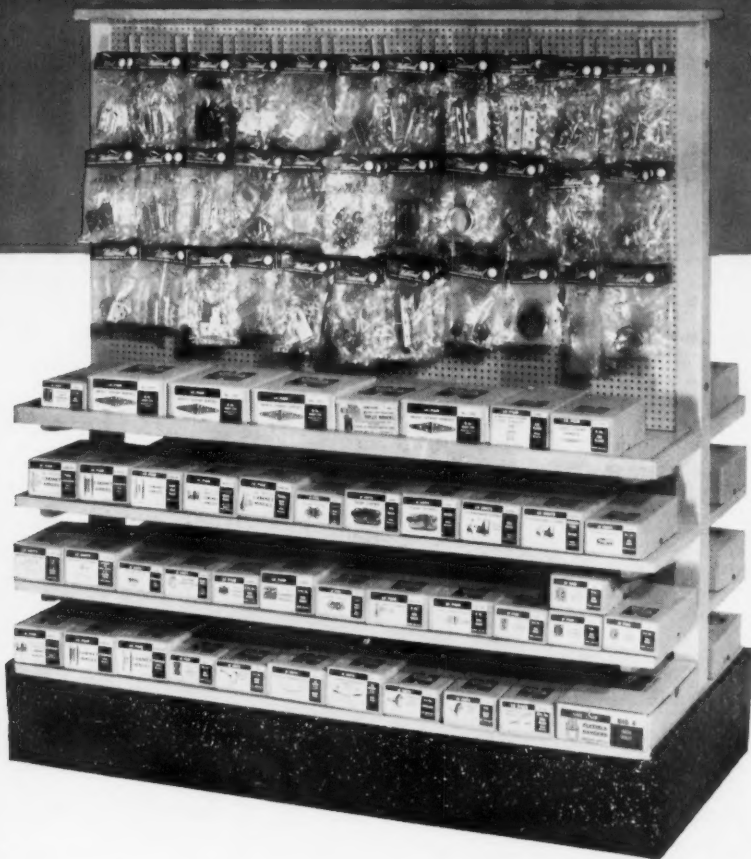
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*A few exclusive territories still available.

All right! WHY buy builder's hardware
direct from *National of Sterling?*

You can DISPLAY 88 ITEMS IN 8 SQ. FT.



...WITH NATIONAL'S
NEW VISUAL PAC LINE
AND HARDWARE
MERCHANDISER

Dealers agree that to *see* is to *sell* in today's well-stocked hardware department. Your customers want to *see* before they buy! With National's new Visual Pac Line and No. 100 Merchandiser you get maximum display value in a minimum floor space. Frees more space for your contractor business. That's why so many dealers are joining the swing to the National of Sterling Visual Pac Line. It's decimal packaged, too, for easier inventory control.

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NATIONAL MANUFACTURING CO.

14905 First Ave., Sterling, Illinois

